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AMERICAN RADIO

WINTER 1990 SUPPLEMENT

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INTRODUCTION

I am pleased to present the third edition of American Radio - Winter 1990 Supplement. This book is designed to supplement the primary editions of American Radio by providing updated summaries of the 76 markets which Arbitron and Birch survey on a quarterly basis.

The 'Winter Supplement' is issued every May.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Every effort has been made to make this book as accurate as is humanly possible— well, this human, anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

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York
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ALBANY-SCHENECTADY-TROY

Arbitron Rank/Pop (12+): 54/723,900

MSA Rank/Pop: 60/848,100
ADI # 53
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 26/25
Diaries: 1173/617:1/56.8%
Sample Target: 1060
% Below Line: 0.4
% Not Listed: 13.6

1989 Revenue: $20,900,000
HH Inc.: $37,838
Retail $: 6.7 Bil
Pop per Station: 28,956
#1 Biller: WPYX-F $4,300,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WGNA-AF (C)	158/11.9	11.0	8.2	10.1	10.8	10.3	236/2381	1512/20.9	17.4	21.2	10.1	121	1241	WGNA-AF
2. WROW-F (EZ)	150/11.3	10.6	9.6	9.4	9.9	10.2	203/1711	1299/17.9	18.0	17.4	8.9	107	963	WROW-F
3. WGY (MOR)	121/ 9.1	10.3	9.8	9.7	9.3	9.7	203/2883	1808/25.0	23.7	24.5	7.2	87	1328	WGY
4. WFLY-F (CHR)	96/ 7.2	7.9	9.4	7.1	8.6	7.9	140/2179	1575/21.8	21.0	22.9	11.0	132	1825	WFLY-F
5. WPYX-F (AOR)	94/ 7.1	7.8	8.3	10.2	8.9	8.4	152/2237	1413/19.5	21.6	23.3	9.3	112	1683	WPYX-F
6. WKLI-F (AC)	77/ 5.8	5.8	6.6	6.0	6.1	6.1	78/1121	1053/14.5	15.9	14.7	4.7	56	696	WKLI-F
7. WTRY (O)	74/ 5.6	4.3	3.4	3.5	3.6	4.2	76/1048	948/13.1	10.2	9.9	4.0	48	655	WTRY
8. WGY -F (CHR)	58/ 4.4	6.2	4.5	4.8	4.0	5.0	83/1844	1183/16.3	18.5	17.1	5.1	61	1426	WGY -F
9. WQBK (T)	51/ 3.8	4.3	4.3	4.0	4.8	4.1	51/572	572/ 7.9	9.2	11.0	4.2	50	607	WQBK
WABY (BB)	51/ 3.8	2.4	2.6	3.1	2.4	3.0	51/471	474/ 6.5	6.0	5.5	2.7	32	462	WABY
11. WQBK-F (CL AOR)	35/ 2.6	3.8	4.1	4.3	5.3	3.7	38/890	808/11.2	11.4	15.0	0.5	77	1170	WQBK-F
12. WVKZ-F (AOR)	32/ 2.4	2.7	2.3	2.1	1.4	2.4	36/691	578/ 8.0	7.1	6.1	2.6	31	691	WVKZ-F
13. WROW (EZ)	28/ 2.1	1.7	2.1	2.7	2.1	2.2	35/563	466/ 6.4	5.2	7.1	0.7	9	225	WROW

12+ FM SHARE (METRO): 66.72% (764 of 1145) (WIN 89: 69.92%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F	1 WPYX-F	1 WPYX-F<	1 WGNA-AF>	1 WGNA-AF>	1 WROW-F	1 WGY	1 WROW-F	1 WGNA-AF<	1 WGNA-AF	1 WGY >>
2 WGY -F>	2 WFLY-F	2 WGNA-AF	2 WPYX-F<	2 WKLI-F	2 WGNA-AF<	2 WROW-F<	2 WGNA-AF>	2 WROW-F>	2 WGY	2 WGNA-F>>
3 WVKZ-F>	3 WGNA-AF	3 WFLY-F	3 WKLI-F	3 WTRY <	3 WGY >	3 WGNA-AF>	3 WPYX-F	3 WPYX-F	3 WFLY-F>	3 WTRY
4 WPYX-F	4 WKLI-F	4 WKLI-F	4 WTRY	4 WROW-F<	4 WTRY	4 WPYX-F<	4 WTRY	WFLY-F<	4 WGY -F	WKLI-F
5	5 WQBK-F	5 WTRY	5 WFLY-F	5 WPYX-F	5 WABY	5 WFLY-F	5 WKLI-F	5 WGY	5 WROW-F	5 WROW-F
6	6 WVKZ-F	6 WROW-F	6 WROW-F	6 WFLY-F<	6	6 WTRY	6	6	6	6
7	7	7	7	7 WGY	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F>	1 WFLY-F>	1 WFLY-F	1 WFLY-F	1 WGNA-AF	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F	1 WPYX-F>	1 WGNA-AF
2 WPYX-F	2 WKLI-F	2 WKLI-F	2 WGNA-AF<	2 WKLI-F	2 WVKZ-F>	2 WGNA-AF	2 WGNA-AF>	2 WGNA-AF	2 WPYX-F<
3 WGY -F	3 WGNA-AF	3 WGNA-AF>	3 WKLI-F	3 WROW-F	3 WQBK-F	3 WQBK-F	3 WQBK-F	3 WTRY >	3 WTRY >
4 WKLI-F	4 WPYX-F	4 WROW-F	4 WROW-F	WFLY-F	4 WFLY-F>>	4 WVKZ-F	4 WTRY	4 WQBK-F	4 WKLI-F<
5 WGNA-AF	5 WGY -F	5 WPYX-F	5 WGY	5 WGY	5 WQBK	WFLY-F	WKLI-F	WKLI-F	5 WROW-F
6 WVKZ-F>>	6	WGY -F	6 WPYX-F	6	WGY -F>	6	WFLY-F	6	6 WGY
7	7	7	WGY -F	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME SHARE/RCT/	TSA TSA AQH/AQH
WCKL	560	Catskill	0.9/1.9/	12/ 137
WCSS	1490	Amsterdam	1.1/2.3/	19/ 248
WEQX-F	102.7	Manchester	1.1/3.3/	37/ 520
WHAZ	1330	Troy	0.5/1.3/	6/ 95
WHRL-F	103.1	Albany	0.9/4.2/	13/ 338
WKOL-F	97.7	Amsterdam	0.4/2.2/	6/ 243
WPTR	1540	Albany	1.1/5.8/	16/ 446
WQQY-F	102.3	Saratoga Spgs.	0.4/1.9/	5/ 151
WSHQ-F	103.5	Coblskl/Schnctd	0.8/2.5/	23/ 357
WSHZ-F	98.3	Rotterdam/Albny	1.1/3.8/	15/ 286
WSSV-F	101.3	Stillwater	0.5/2.2/	6/ 172
WJIV-F	101.9	Cherry Valley	0.4/1.2/	26/ 207

RADIO STATIONS

WABY,	1400, 1 KW	, NOSTALGIA	SMN, $	17.00	(Durpetti)	Premiere
WGY ,	810, 50 KW	, MOR	NBC, $	85.00	(Eastman)	Empire
WPTR,	1540, 50 KW (DA-1)	, NEWS/TALK	US 2, ABC C, $	26.00	(Torbet)	
WQBK,	1300, 5 KW (DA-2)	, TALK	CBS, ABC T, $	30.00	(HNWH)	
WROW,	590, 5 KW/1 KW (DA-2)	, COMBINATION WITH WROW-F				
WTRY,	980, 5 KW (DA-N)	, OLDIES	MBS, ABC D, $	37.00	(Mc-Guild)	Merv Griffin
WFLY-F,	92.3, 17 KW @ 890,	CHR	ABC C, $	55.00	(Torbet)	
WGNA-F,	107.7, 13 KW @ 980,	COUNTRY	ABC E, $	51.00	(Republic)	Barnstable
WGY-F ,	99.5, 15 KW @ 930,	CHR	SOURCE, $	47.00	(Eastman)	Empire
WHRL-F,	103.1, 1 KW @ 400,	EZ	MBS, $	18.00	(---)	
WKLI-F,	100.9, 3 KW @ 300,	AC	US 1, $	60.00	(Durpetti)	Premiere
WNYJ-F,	98.3, 3 KW @ 328,	AC	TRNSTR, $	23.00	(HNWH)	
WPYX-F,	106.5, 15 KW @ 902,	AOR	ABC R, $	85.00	(Mc-Guild)	Merv Griffin
WQBK-F,	103.9, 3 KW @ 300,	CLASSIC AOR	RADRAD, $	33.00	(HNWH)	
WROW-F,	95.5, 13 KW @ 1020,	EZ	, $	46.00	(Christal)	Radio Terrace
WVKZ-F,	96.7, 3 KW @ 328,	CHR/AOR	SMN, SOURCE, $	24.00	(Banner)	

ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 62/575,600
MSA Rank/Pop: 73/665,100
ADI # Philadelphia
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 35/15
Diaries: 998/567:1/59.5%
Sample Target: 950
% Below Line: 16.6
% Not Listed: 12.2

1989 Revenue: $15,800,000
HH Inc.: $35,513
Retail $: 5.0 Bil
Pop per Station: 38,373
#1 Biller: WLEV-F $3,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WFMZ-F	(EZ)	131/12.8	14.1	14.2	12.8	14.6	13.5	151/1617	1390/24.1	23.4	24.5	11.5	110	1138	WFMZ-F
2. WLEV-F	(AC)	127/12.4	12.7	10.7	13.5	11.0	12.3	146/1762	1508/26.2	22.8	24.7	10.2	97	792	WLEV-F
3. WZZO-F	(AOR)	125/12.2	9.5	11.5	11.1	12.2	11.1	151/1711	1425/24.8	21.1	23.8	14.9	142	1377	WZZO-F
4. WAEB-F	(CHR)	81/ 7.9	8.3	10.8	10.9	10.8	9.5	94/1443	1276/22.2	23.0	29.1	10.6	101	1393	WAEB-F
5. WHXT-F	(CHR)	73/ 7.1	7.9	5.7	6.7	5.9	6.8	91/1444	1208/21.0	21.1	20.2	10.6	101	1418	WHXT-F
6. WXKW	(C)	47/ 4.6	2.6	4.0	3.0	3.4	3.5	51/524	486/ 8.4	7.5	6.9	2.3	22	432	WXKW
7. WAEB	(AC)	46/ 4.5	4.3	5.7	5.5	4.6	5.0	48/868	839/14.6	13.1	12.9	4.4	42	648	WAEB
8. WEST	(BB)	38/ 3.7	4.1	1.8	4.2	2.9	3.4	39/452	443/ 7.7	6.8	5.6	2.8	27	373	WEST
9. WXTU-F	(C)	24/ 2.3	1.5	3.9	2.8	1.4	2.6	49/526	306/ 5.3	5.6	5.5	1.3	12	331	WXTU-F
10. WYSP-F	(AOR)	19/ 1.9	3.2	2.5	2.0	2.9	2.4	31/657	441/ 7.7	7.7	10.6	3.8	36	614	WYSP-F
11. WKAP	(BB)	17/ 1.7	3.9	2.9	2.0	4.5	2.6	18/330	311/ 5.4	6.4	8.3	0.6	6	116	WKAP

12+ FM SHARE (METRO): 74.69% (670 of 897) (WIN 89: 74.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F>>	1 WZZO-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F>	1 WFMZ-F>	1 WZZO-F<	1 WFMZ-F	1 WLEV-F	1 WLEV-F	1 WZZO-F
2 WAEB-F>	2 WLEV-F	2 WLEV-F>	2 WZZO-F>	2 WZZO-F>	2 WLEV-F>	2 WFMZ-F<	2 WZZO-F	2 WZZO-F<	2 WZZO-F	2 WLEV-F>>
3 WZZO-F>	3 WAEB-F<	3 WAEB-F	3 WAEB-F	3 WFMZ-F	3 WXKW <	3 WLEV-F>	3 WLEV-F>>	3 WFMZ-F>	3 WHXT-F	3 WHXT-F>
4 WLEV-F	4 WHXT-F	4 WHXT-F	4 WFMZ-F	4 WAEB-F>	4 WAEB	4 WAEB-F	4 WAEB-F	4 WAEB-F	4 WFMZ-F	4 WFMZ-F
5	5	5 WFMZ-F	5 WHXT-F	5 WHXT-F	5 WEST	5 WHXT-F<	5 WXKW <	5 WHXT-F	5 WAEB-F	5 WAEB-F
6	6	6	6	6	6	6 WAEB	6 WHXT-F	6	6	6
7	7	7	7	7	7	7 WEST	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZO-F	1 WZZO-F<	1 WLEV-F	1 WLEV-F>	1 WLEV-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F
2 WHXT-F	2 WAEB-F	2 WAEB-F	2 WAEB-F	2 WAEB-F	2 WHXT-F	2 WLEV-F	2 WLEV-F>	2 WLEV-F>>	2 WLEV-F>
3 WAEB-F>>	3 WLEV-F	3 WZZO-F	3 WZZO-F	3 WFMZ-F	3 WAEB-F	3 WHXT-F	3 WHXT-F	3 WHXT-F	3 WFMZ-F>>
4 WLEV-F	4 WHXT-F	4 WHXT-F>	4 WHXT-F>	4 WZZO-F	4 WLEV-F>	4 WAEB-F	4 WYSP-F	4 WAEB-F	4 WHXT-F
WFMZ-F	5	5 WFMZ-F	5 WFMZ-F	5 WHXT-F	5 WXKW >	5	WAEB-F>>	5 WFMZ-F	WAEB-F
WAEB >	6	6 WYSP-F>>	6	6	6 WYSP-F>	6	6 WFMZ-F>	6	6
7	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/RTG/	CUME TSA AQH/	TSA CUME
WEEX	1230	Easton	0.9/3.5/	9/	209
WGPA	1100	Bethlehem	0.5/1.8/	5/	106
WHOL	1600	Allentown	0.6/1.8/	6/	102
WLSH	1410	Lansford	1.1/1.1/	33/	171
WRNJ	1000	Hackettstown	0.7/1.7/	7/	105
WYNS	1160	Lehighton	0.4/1.6/	5/	114
KYW	1060	Philadelphia	0.9/6.6/	20/	530
WABC	770	New York	0.7/2.1/	17/	325
WCBS	880	New York	0.3/1.0/	10/	175
WEAZ	560	Philadelphia			
WEAZ-F	101.1	Philadelphia	1.0/3.3/	16/	329
WFAN	660	New York	0.3/1.4/	7/	197
WFLN-F	95.7	Philadelphia	1.1/2.8/	11/	216
WIOQ-F	102.1	Philadelphia	0.5/1.8/	16/	154
WIP	610	Philadelphia	0.3/1.6/	4/	105
WKRZ-F	98.5	Wilkes-Barre/Sc	0.5/1.2/	12/	195
WKSZ-F	100.3	Media	0.7/2.4/	9/	171
WMGK-F	102.9	Philadelphia	0.9/2.9/	10/	202
WMMR-F	93.3	Philadelphia	0.9/2.9/	11/	289
WNEW-F	102.7	New York	0.3/1.2/	12/	205
WOGL-F	98.1	Philadelphia	0.9/2.3/	14/	231
WOR	710	New York	1.2/2.4/	32/	379
WPLJ-F	95.5	New York	0.5/1.5/	13/	290
WSBG-F	93.5	Stroudsburg	0.3/1.0/	28/	410
WWDB-F	96.5	Philadelphia	1.4/2.4/	15/	184

RADIO STATIONS

WAEB,	790,	1 KW (DA-2)	, AC	ABC I, CBS,	$ 30.00	(Katz)	CRB
WEEX,	1230,	1 KW (DA-2)	, OLDIES	MBS, SMN,	$ 14.00	(Eastman)	Roth
WEST,	1400,	1 KW	, NOSTALGIA	CBS,	$ 20.00	(Mc-Guild)	Zimmerman
WKAP,	1320,	5 KW/1 KW (DA-2)	, NOSTALGIA	SMN, APR,	$ 18.00	(Banner)	Holt
WXKW,	1470,	5 KW (DA-N)	, COUNTRY	NBC, ABC I,	$ 16.00	(Republic)	
WAEB-F,	104.1,	50 KW @ 500,	CHR	,	$ 49.00	(Katz)	CRB
WFMZ-F,	100.7,	13 KW @ 870,	BTFL/EZ	,	$ 46.00	(Christal)	
WLEV-F,	96.1,	50 KW @ 500,	AC	,	$ 70.00	(Mc-Guild)	Zimmerman
WHXT-F,	99.9,	50 KW @ 450,	CHR	,	$ 54.00	(Eastman)	Roth
WZZO-F,	95.1,	30 KW @ 600,	AOR	,	$ 58.00	(Banner)	Holt

OTHER RANKED STATIONS -- See Philadelphia

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200

MSA Rank/Pop: 1/2,611,500
ADI # 12
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 22/21
Diaries: 1880/1226:1/52.7%
Sample Target: 1840
% Below Line: 0.4
% Not Listed: 12.3

1989 Revenue: $112,000,000
HH Inc.: $31,892
Retail $: 24.4 Bil
Pop per Station: 109,771
#1 Biller: WSB $13,300,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WVEE-F	(B)	593/14.0	13.1	14.4	9.9	8.8	12.9	687/5134	4163/18.1	18.3	17.0	20.2	867	5269	WVEE-F
2. WSB -F	(AC)	459/10.9	8.6	9.5	9.6	9.2	9.6	504/6139	5326/23.1	22.7	22.2	9.5	410	5367	WSB -F
3. WAPW-F	(CHR)	397/ 9.4	8.1	9.5	9.4	8.9	9.1	498/6122	4948/21.5	19.3	20.4	10.1	434	5300	WAPW-F
4. WPCH-F	(EZ)	341/ 8.1	8.7	6.6	8.1	9.9	7.9	378/4298	3748/16.3	18.2	18.5	7.0	301	3992	WPCH-F
5. WSB	(MOR)	302/ 7.1	7.6	5.8	7.3	6.4	6.9	340/4652	4034/17.5	21.1	17.5	4.3	185	3163	WSB
6. WKLS-F	(AOR)	229/ 5.4	7.0	6.8	5.8	6.4	6.3	305/4812	3792/16.4	16.6	17.5	7.8	336	3788	WKLS-F
7. WKHX-F	(C)	225/ 5.3	4.7	7.1	7.7	7.7	6.2	287/3692	2746/11.9	11.0	16.3	4.0	173	2364	WKHX-F
8. WFOX-F	(O)	222/ 5.3	5.8	5.3	5.2	5.3	5.4	314/4953	3677/16.0	16.5	15.2	4.3	185	3306	WFOX-F
9. WYAY-AF	(C)	202/ 4.8	5.5	4.6	8.2	7.2	5.8	425/4700	2800/12.1	13.4	19.5	7.9	253	3794	WYAY-AF
10. WZGC-F	(AOR)	161/ 3.8	4.7	6.1	5.7	4.9	5.1	179/3569	3131/13.6	14.0	16.5	4.3	186	2630	WZGC-F
11. WGST	(N/T)	147/ 3.5	3.5	2.6	3.4	2.5	3.3	149/2410	2339/10.1	10.2	7.1	2.5	109	1729	WGST
12. WAOK	(B)	143/ 3.4	3.7	3.4	2.8	3.1	3.3	149/1613	1549/ 6.7	6.3	6.2	2.5	106	1128	WAOK
13. WSTR-F	(AC)	118/ 2.8	3.6	4.3	3.2	5.0	3.5	141/3166	2764/12.0	13.5	16.5	4.0	171	2384	WSTR-F
14.															
15.															

12+ FM SHARE (METRO): 80.57% (2986 of 3706) (WIN 89: 82.11%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WSB -F<	1 WPCH-F<	1 WVEE-F	1 WSB -F	1 WVEE-F	1 WVEE-F>>	1 WVEE-F>>
2 WVEE-F>>	2 WAPW-F	2 WSB -F>	2 WSB -F>	2 WVEE-F>	2 WSB	2 WSB -F	2 WPCH-F	2 WSB -F	2 WAPW-F>	2 WSB >>
3	3 WSB -F	3 WAPW-F	3 WFOX-F	3 WPCH-F	3 WSB -F>	3 WSB	3 WVEE-F>	3 WAPW-F	3 WSB -F	3 WSB -F
4	4 WKLS-F>	4 WKLS-F	4 WPCH-F	4 WFOX-F	4 WKHX-F	4 WAPW-F>	4 WAPW-F	4 WPCH-F	4 WSB	4 WKHX-F<
5	5 WZGC-F>	5 WFOX-F<	5 WKLS-F	5 WKHX-F<	WFOX-F	5 WYAY-AF<	5 WSB	5 WKLS-F	5 WKLS-F>	5 WAPW-F
6	6 WYAY-AF	6 WPCH-F	WKHX-F<	6 WYAY-AF	6 WVEE-F	6 WPCH-F	6 WFOX-F<	6 WFOX-F	6 WPCH-F	6 WSTR-F
7	7 WSTR-F	7 WZGC-F<	7 WZGC-F	7 WKLS-F<	7 WYAY-AF	7 WKHX-F<	7 WKLS-F	7 WKHX-F<	7 WKHX-F	7 WKLS-F
8	8 WPCH-F	8 WKHX-F	WAPW-F<	8 WZGC-F	WGST	8 WFOX-F	8	8 WYAY-AF	8	8
9	9	9	9 WYAY-AF	9 WAPW-F	9 WAOK	9	9		9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPW-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F<	1 WSB -F	1 WVEE-F	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F
2 WVEE-F>>	2 WSD -F	2 WSB -F>>	2 WSB -F>	2 WVEE-F>	2 WKLS-F	2 WKLS-F>	2 WKLS-F>	2 WKLS-F	2 WSB -F>
3 WSB -F>>	3 WAPW-F>>	3 WSTR-F	3 WAPW-F	3 WPCH-F	3 WAPW-F>>	3 WAPW-F	3 WZGC-F	3 WSB -F	3 WKLS-F
4 WYAY-AF	4 WYAY-AF	4 WYAY-AF	4 WPCH-F	4 WFOX-F	4 WSB -F	4 WZGC-F	4 WAPW-F	4 WAPW-F	4 WFOX-F
5 WPCH-F	5 WSTR-F	5 WAPW-F	5 WFOX-F	5 WYAY-AF	5 WZGC-F>>	5 WSB -F>	5 WSB -F>	5 WZGC-F	5 WZGC-F
WKLS-F	6 WPCH-F	6 WZGC-F<	6 WYAY-AF	6 WKHX-F	6	6	6 WKHX-F	6 WFOX-F	6 WKHX-F
7	7 WKLS-F<	7 WPCH-F	7 WKHX-F	7 WSTR-F	7	7	7	7 WKHX-F	7 WPCH-F<
8	8 WZGC-F	8 WKLS-F	8 WSTR-F	8	8	8	8	WGST	8 WYAY-AF
9	9	9	9	9	9	9	9	9	WAPW-F
									10 WGST

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WALR-F	104.7	Athens/Atlanta	0.5/2.5/ 36/ 862
WCNN	680	No. Atlanta	0.9/5.3/ 39/1303
WGKA	1190	Atlanta	0.4/0.6/ 16/ 143
WIGO	1340	Atlanta	0.9/2.2/ 39/ 505
WKHX	590	Atlanta	0.1/0.6/ 4/ 153
WQXI	790	Atlanta	0.4/1.8/ 17/ 435
WYZE	1480	Atlanta	0.4/0.8/ 15/ 191
WVFJ-F	93.3	Manchester	0.4/1.2/ 17/ 384

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW	, BLACK	NBN, NBC,	$ 60.00	(Mc-Guild)	Summit
WCNN,	680,	50 KW/10 KW (DA-N)	, NEWS/TALK	CNN, NBC,	$ 42.00	(HNWH)	
WGST,	640,	50 KW/1 KW (DA-2)	, NEWS/TALK	ABC I, NBS,	$ 80.00	(Eastman)	Jacor
WGKA,	1190,	10 KW (DAYS)	, CLASSICAL	,	$ 36.00	(CMBS)	
WIGO,	1340,	1 KW (DA-1)	, BLACK	SBN,	$ 40.00	(---)	
WKHX,	590,	5 KW (DA-N)	, BASIC SIMULCAST WITH WKHX-F				
WNIV,	970,	5 KW (DAYS, DA)	, RELIGION	,	$ 20.00	(---)	
WQXI,	790,	5 KW/1 KW (DA-N)	, SIMULCAST WITH WSTR-F				
WSB ,	750,	50 KW	, MOR/TALK	ABC T, APR,	$ 190.00	(Christal)	Cox

FM STATIONS

WAPW,	99.7,	100 KW @ 1000,	CHR	,	$ 154.00	(Durpetti)	Susquehanna
WFOX,	97.1,	97 KW @ 1566,	OLDIES	,	$ 145.00	(MMR)	Shamrock
WKHX,	101.5,	99 KW @ 950,	COUNTRY	,	$ 175.00	(Republic)	Cap Cities/ABC
WKLS,	96.1,	99 KW @ 950,	AOR	,	$ 170.00	(Katz)	Great American
WPCH,	94.9,	99 KW @ 986,	BTFL/EZ	CBS,	$ 165.00	(Eastman)	Jacor
WSTR,	94.1,	100 KW @ 914,	AC	,	$ 170.00	(Banner)	Jeff-Pilot
WSB ,	98.5,	100 KW @ 920,	AC	,	$ 213.00	(Christal)	Cox
WVEE,	103.3,	100 KW @ 1022,	BLACK	SOURCE,	$ 200.00	(Mc-Guild)	Summit
WYAY,	106.7,	99 KW @ 1400,	COUNTRY	,	$ 195.00	(MMR)	NewCity (GAINESVILLE)
WYAI,	104.1,	60 KW @ 1200,	COUNTRY	(BASIC SIMULCAST WITH WYAY-F)			
WZGC,	92.9,	99 KW @ 910,	CLASSIC AOR	,	$ 147.00	(HNWH)	Cook Inlet

MISCELLANEOUS COMMENTS: WYAY and WYAI are simulcast and their figures are combined for the purpose of these rankings even though Arbitron's software would not allow them to accomplish this.

FORMAT CODES

CHR	- Contemporart Hit Radio, Top 40, Contemporary	T	- Talk
AC	- Adult Contemporary	N	- News
O	- Oldies (1955 to near 1988)	SP	- Hispanic/Spanish
B	- Black (audience predominantly Black - over 75%)	BB	- Big Band, Nostalgia
U	- Urban (majority of audience is non-white although a large segment is white)	M	- Middle of Road (MOR), Full Service, Variety
EZ	- EZ listening, Beautiful Music	J/NA	- Jazz and New Age
AOR	- Album Oriented Rock, also includes Classic Rock	R	- Religion, Christian, Christian Music
CL	- Classical	G	- Gospel
C	- Country	E	- Ethnic
SAC	- Soft Adult Contemporary	?	- Others or Unknown

AUSTIN

Arbitron Rank/Pop (12+): 58/634,000

MSA Rank/Pop: 66/764,500
ADI # 70
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 21/17
Diaries: 1131/561:1/53.3%
Sample Target: 1000
% Below Line: 3.3
% Not Listed: 18.8

1989 Revenue: $23,000,000
HH Inc.: $27,114
Retail $: 5.3 Bil
Pop per Station: 37,294
#1 Biller: KASE-F $4,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KASE-F (C)	184/17.0	15.4	12.7	13.4	13.4	14.6	248/2589	1826/28.8	24.7	23.2	14.3	154	1691	KASE-F
2. KKMJ-F (AC)	103/ 9.5	7.8	7.0	7.2	9.4	7.9	121/1374	1241/19.6	18.9	21.9	6.6	71	878	KKMJ-F
3. KBTS-F (CHR)	92/ 8.5	9.0	10.2	11.0	9.4	9.7	150/2577	1659/26.2	23.6	26.7	10.4	112	1917	KBTS-F
4. KLBJ-F (AOR)	85/ 7.9	10.6	9.2	8.7	9.6	9.1	100/1615	1350/21.3	22.1	23.1	13.6	146	1893	KLBJ-F
5. KHFI-F (CHR)	68/ 6.3	6.6	6.0	7.0	6.3	6.5	69/1341	1311/20.7	18.3	18.9	7.7	83	1439	KHFI-F
6. KQFX-F (AC)	47/ 4.4	2.2	3.1	4.4	3.2	3.5	50/812	725/11.4	7.9	11.5	2.4	26	576	KQFX-F
7. KPEZ-F (CL AOR)	44/ 4.1	4.1	4.3	4.5	2.4	4.3	44/839	804/12.7	11.5	11.3	4.8	52	825	KPEZ-F
8. KLBJ (N/T)	43/ 4.0	4.2	4.3	4.3	4.5	4.2	51/974	793/12.5	15.6	14.1	5.7	61	1130	KLBJ
9. KEYI-F (AC)	39/ 3.6	4.2	4.6	5.5	6.4	4.5	54/991	807/12.7	13.6	17.2	2.4	26	450	KEYI-F
10. KGSR-F (J/NA)	28/ 2.6	2.2	2.9	2.4	----	2.5	28/529	514/ 8.1	7.0	0.0	4.0	43	578	KGSR-F
11. KVET (C)	24/ 2.2	2.6	2.2	2.3	2.7	2.3	31/499	419/ 6.6	6.2	5.6	1.9	20	530	KVET
12. KLTD-F (AC)	22/ 2.0	2.4	3.2	2.3	3.0	2.5	60/1093	529/ 8.3	7.4	7.9	2.0	22	298	KLTD-F
13. KAPT-F (AC)	21/ 1.9	2.3	2.4	1.3	4.1	2.0	25/408	344/ 5.4	5.8	7.8	1.8	19	290	KAPT-F
14. KTXZ (SP)	20/ 1.9	1.9	1.6	1.3	1.4	1.7	21/168	150/ 2.4	2.7	2.1	1.6	17	251	KTXZ

12+ FM SHARE (METRO): 84.15% (738 of 877) (WIN 89: 84.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBTS-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KBTS-F	1 KASE-F>>
2 KHFI-F	2 KLBJ-F	2 KLBJ-F<	2 KKMJ-F	2 KKMJ-F>	2 KKMJ-F>	2 KKMJ-F	2 KKMJ-F>	2 KKMJ-F	2 KASE-F	2 KEYI-F>
3	3 KBTS-F	3 KKMJ-F	3 KLBJ-F	3 KLBJ-F	3 KLBJ >	3 KBTS-F	3 KLBJ-F>	3 KLBJ-F<	3 KHFI-F>	3 KLBJ
4	4 KKMJ-F	4 KBTS-F>	4 KQFX-F	4 KQFX-F	4 KQFX-F	4 KLBJ-F	4 KQFX-F	4 KBTS-F>	4 KLBJ-F	4 KKMJ-F
5	5 KHFI-F	5 KQFX-F	5 KPEZ-F	5 KPEZ-F	5 KVET >>	5 KHFI-F	5 KBTS-F	5 KHFI-F	5 KLBJ	5
6	6 KPEZ-F	6 KPEZ-F<	6	6 KBTS-F	6 KLBJ-F	6	6	6 KQFX-F	6 KKMJ-F	6
7	7	7 KHFI-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KASE-F<	1 KASE-F>	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KBTS-F	1 KLBJ-F>	1 KLBJ-F	1 KASE-F	1 KASE-F>
2 KBTS-F>	2 KBTS-F	2 KKMJ-F>	2 KKMJ-F	2 KKMJ-F>>	2 KLBJ-F>	2 KASE-F	2 KASE-F	2 KLBJ-F>	2 KLBJ-F>
3 KLBJ-F	3 KKMJ-F	3 KQFX-F	3 KBTS-F>	3 KQFX-F	3 KHFI-F>	3 KBTS-F	3 KPEZ-F	3 KKMJ-F	3 KKMJ-F
KHFI-F	4 KLBJ-F	4 KLBJ-F	4 KLBJ-F	KBTS-F	4 KASE-F>	4 KPEZ-F	4 KKMJ-F>	4 KPEZ-F	4 KPEZ-F
5 KEYI-F>>	5 KHFI-F	KBTS-F>	5 KEYI-F	5 KLBJ-F	5 KKMJ-F	5 KKMJ-F	5 KGSR-F	KBTS-F	5 KQFX-F
6 KKMJ-F>	6 KEYI-F	6 KPEZ-F	6 KQFX-F	6	KEYI-F	6	6 KBTS-F	6	6
7 KQFX-F>	7	KHFI-F	KHFI-F	7	7 KPEZ-F	7	7 KQFX-F	7	7
8	8	KEYI-F>	8	8	KLTD-F>	8	8	8	8

OTHER RATED STATIONS			METRO CUME SHARE/RTG/	TSA TSA AQH/CUME
KFON	1370	Rollingwood/Aus	0.4/1.6/	6/ 121
KMOW	1490	Austin	0.4/1.1/	4/ 79
KTAE	1260	Taylor	1.2/1.4/	21/ 169
KGID-F	101.7	Giddings	0.5/1.3/	5/ 89
KSAH	720	Universal City	1.1/1.1/	15/ 108
KTSA	550	San Antonio	0.6/0.8/	6/ 83
WOAI	1200	San Antonio	1.2/3.3/	32/ 437

RADIO STATIONS

KIXL, 970, 1 KW	, GOSPEL/BLACK	,	$ 10.00	(Republic)		
KLBJ, 590, 5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 40.00	(Eastman)		
KFON, 1370, 5 KW/500 W (DA-2)	, TALK	ABC T,	$ 18.00	(K & P)		
KTXZ, 1560, 2.5 KW (DA-2)	, HISPANIC	US 2,	$ 12.00	(Katz Hisp.)		
KVET, 1300, 5 KW/1 KW (DA-2)	, COUNTRY	ABC I,	$ 31.00	(Katz)		
KAPT-F, 94.7, 97 KW @ 1154,	SOFT AC/NAC	,	$ 23.00	(Durpetti)		(LULING)
KASE-F, 100.7, 100 KW @ 1190,	COUNTRY	,	$ 100.00	(Katz)		
KBTS-F, 93.3, 93 KW @ 1983,	CHR	,	$ 60.00	(Christal)	Genesis/Booth	
KEYI-F, 103.5, 90 KW @ 1260,	AC	,	$ 50.00	(Republic)	Degree	
KGSR-F, 107.1, 3 KW @ 300,	JAZZ/NAC	,	$ 25.00	(Mc-Guild)	Beta	(BASTROP)
KHFI-F, 98.3, 1 KW @ 420,	CHR	,	$ 48.00	(Republic)	Encore	
KKMJ-F, 95.5, 100 KW @ 1000,	AC	,	$ 83.00	(CBS)	Keymarket	
KLBJ-F, 93.7, 97 KW @ 1057,	AOR	,	$ 75.00	(Eastman)		
KLTD-F, 99.1, 19 KW @ 300,	OLDIES	TRNSTR,	$ 25.00	(Torbet)	Shamrock-Lynett	(LAMPASAS) ---
KPEZ-F, 102.3, 3 KW @ 300,	CLASSIC AOR	,	$ 39.00	(Christal)	Clear Channel	
KQFX-F, 96.7, 28 KW @ 300,	OLDIES	,	$ 32.00	(Banner)	Capitol-Johnson	(GEORGETOWN)

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100

MSA Rank/Pop: 15/2,323,900
ADI # 22
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 35/20
Diaries: 1949/1029:1/54.1%
Sample Target: 1740
% Below Line: 11.9
% Not Listed: 11.2

1989 Revenue: $61,500,000
HH Inc.: $31,528
Retail $: 17.6 Bil
Pop per Station: 100,305
#1 Biller: WMMX-F $10,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WXYV-F	(B)	321/ 8.4	9.1	7.3	7.6	6.6	8.1	325/3117	3026/15.1	15.8	13.0	10.7	388	4438	WXYV-F
2. WLIF-F	(EZ)	306/ 8.0	7.9	9.1	8.6	9.9	8.4	324/3350	3169/15.8	16.3	18.3	5.4	195	2372	WLIF-F
3. WBAL	(N/T)	300/ 7.8	7.5	9.7	9.6	7.0	8.6	317/3841	3584/17.9	18.3	16.5	7.0	255	2898	WBAL
4. WPOC-F	(C)	255/ 6.7	5.3	6.4	6.5	7.4	6.2	279/2873	2485/12.4	11.7	14.8	6.2	223	2659	WPOC-F
5. WWMX-F	(AC)	250/ 6.5	7.5	6.1	7.3	7.1	6.8	265/3755	3488/17.4	19.4	16.2	4.6	168	2726	WWMX-F
6. WIYY-F	(AOR)	238/ 6.2	6.4	6.2	6.7	6.3	6.4	275/3744	3268/16.3	15.1	14.2	8.1	293	3206	WIYY-F
7. WBSB-F	(CHR)	209/ 5.5	6.6	5.2	6.0	5.7	5.8	234/4096	3610/18.0	18.1	17.7	7.6	274	4072	WBSB-F
8. WQSR-F	(O)	184/ 4.8	5.3	4.1	2.8	3.4	4.3	193/2734	2547/12.7	14.1	9.5	3.8	136	1916	WQSR-F
9. WCBM	(T)	127/ 3.3	3.2	2.9	2.6	4.3	3.0	127/1259	1246/ 6.2	5.8	6.6	2.8	101	771	WCBM
10. WWIN-F	(B)	111/ 2.9	2.1	2.0	2.0	1.8	2.3	111/1298	1298/ 6.5	6.8	8.0	3.6	129	1335	WWIN-F
WBGR	(R/G)	111/ 2.9	1.9	3.0	2.1	2.4	2.5	115/987	964/ 4.8	3.8	4.1	1.7	63	879	WBGR
12. WYST-F	(SAC)	106/ 2.8	3.1	2.3	2.3	2.8	2.6	111/2076	2013/10.0	9.5	8.8	2.1	75	1393	WYST-F
13. WGRX-F	(CL AOR)	93/ 2.4	2.0	3.2	2.0	2.5	2.4	137/2326	1770/ 8.8	6.9	8.2	2.8	102	1842	WGRX-F
14. WRBS-F	(REL)	83/ 2.2	1.5	1.2	1.2	1.1	1.5	94/790	725/ 3.6	3.2	2.5	2.2	78	684	WRBS-F
15. WITH	(BB)	67/ 1.8	1.2	1.5	1.5	1.4	1.5	67/785	785/ 3.9	3.8	4.8	1.1	41	842	WITH

12+ FM SHARE (METRO): 75.76% (2575 of 3399) (WIN 89: 72.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WXYV-F	1 WXYV-F	1 WWMX-F	1 WWMX-F	1 WLIF-F<	1 WBAL >	1 WLIF-F>	1 WXYV-F	1 WXYV-F>	1 WXYV-F>>
2 WXYV-F>	2 WIYY-F>	2 WWMX-F	2 WXYV-F	2 WXYV-F	2 WBAL >	2 WLIF-F<	2 WBAL <	WLIF-F	2 WIYY-F	2 WBAL >>
3 WIYY-F	3 WWMX-F	3 WIYY-F>	3 WQSR-F	3 WQSR-F	3 WPOC-F>	3 WXYV-F<	3 WXYV-F<	3 WIYY-F	WBSB-F>	3 WCBM
4	4 WBSB-F>	4 WQSR-F<	4 WIYY-F	4 WLIF-F<	4 WQSR-F	4 WPOC-F	4 WWMX-F	4 WWMX-F	4 WBAL <	4 WWIN-F<
5	5 WGRX-F	5 WBSB-F	5 WPOC-F<	5 WPOC-F	5 WCBM	5 WWMX-F	5 WPOC-F	WBAL	5 WPOC-F	5 WPOC-F
6	6 WPOC-F	6 WPOC-F<	6 WLIF-F	6 WIYY-F	6 WWMX-F	6 WIYY-F	6 WIYY-F	6 WBSB-F<	6 WWMX-F	6 WIYY-F>>
7	7	7 WLIF-F	7 WBSB-F	7 WBAL	7 WBGR	7	7 WQSR-F	7 WPOC-F	WLIF-F	7 WLIF-F
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXYV-F>	1 WXYV-F<	1 WWMX-F>	1 WWMX-F	1 WWMX-F	1 WIYY-F	1 WIYY-F	1 WIYY-F	1 WIYY-F	1 WIYY-F
2 WBSB-F<	2 WWMX-F	2 WXYV-F	2 WXYV-F>	2 WLIF-F	2 WXYV-F>	2 WXYV-F>>	2 WXYV-F>>	2 WXYV-F>	2 WQSR-F
3 WWMX-F<	3 WBSB-F	3 WBSB-F>	3 WBSB-F	3 WXYV-F	3 WBSB-F	3 WGRX-F<	3 WGRX-F<	3 WQSR-F<	3 WXYV-F
4 WIYY-F>>	4 WIYY-F>	4 WPOC-F	4 WLIF-F<	4 WQSR-F	4 WGRX-F>	4 WBSB-F	4 WWMX-F	4 WWMX-F	4 WBAL <
5 WLIF-F>	5 WPOC-F	WIYY-F	5 WQSR-F	5 WPOC-F	5 WWIN-F	5 WWMX-F	5 WWDC-F	5 WBSB-F	5 WPOC-F
6 WPOC-F	6 WQSR-F	6 WQSR-F	6 WIYY-F	6 WBSB-F>	6 WWMX-F	6 WWDC-F	WPOC-F	WBAL <	6 WWMX-F
7 WRQX-F	7 WYST-F	7 WYST-F>	7	7 WYST-F	7 WHFS-F	7 WWIN-F	WBSB-F<	7 WPOC-F	7
WGRX-F	8	8	8	8	8	8	8 WBAL >	8 WGRX-F	8
9	9		9	9	9	9	9	9	9
	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS			METRO CUME SHARE/RTG/	TSA TSA AQH/CUME
WCAO	600	Baltimore	1.5/4.3/	71/1036
WEBB	1360	Baltimore	1.0/3.3/	37/ 671
WLIF	1300	Baltimore	0.4/1.9/	17/ 397
WWIN	1400	Baltimore	1.3/4.5/	51/ 895
WYST	1010	Baltimore	0.5/2.4/	19/ 483
WASH-F	97.1	Washington	0.4/1.7/	23/ 431
WAVA-F	105.1	Arlington/Wash	0.5/2.8/	23/ 706
WFRE-F	99.9	Frederick	0.3/0.8/	36/ 463
WGAY-F	99.5	Washington	0.5/1.5/	23/ 338
WHFS-F	99.1	Annapolis	1.4/5.2/	55/1089
WHUR-F	96.3	Washington	1.3/4.4/	51/ 970
WKYS-F	93.9	Washington	0.8/2.5/	32/ 554
WLTT-F	94.7	Bethesda/Washg	0.4/1.5/	17/ 359
WMZQ	1390	Arlington		
WMZQ-F	98.7	Washington	0.9/1.6/	45/ 561
WPGC-F	95.5	Morningside	1.5/5.8/	62/1320
WRQX-F	107.3	Washington	1.4/7.0/	57/1504
WTOP	1500	Washington	0.6/2.8/	23/ 584
WWDC-F	101.1	Washington	1.4/7.1/	58/1585
WWRC	980	Washington	0.4/1.1/	16/ 231
WYCR-F	98.5	York/Hanover	0.4/1.3/	66/1210

AM STATIONS

WBAL	1090	50 KW (DA-N)	NEWS/TALK	CBS	$ 130.00	(HNWH)	Hearst
WBGR	860	2.5 KW/100 W(DA-1)	RELIG/GOSPEL	NBN	$ 45.00	(Roslin)	Mortenson
WCAO	600	5 KW (DA-1)	COUNTRY	NBC	$ 60.00	(Mc-Guild)	Summit
WCBM	680	10 KW/5 KW (DA-2)	TALK	ACB I, ABC T	$ 45.00	(Katz)	
WEBB	1360	5 KW/1.7 KW(DA-1)	BLACK	SBN	$ 35.00	(Roslin)	
WITH	1230	1 KW	NOSTALGIA	MBS	$ 40.00	(---)	
WWIN	1400	1 KW	BLACK		$ 34.00	(Durpetti)	Almic (P)
WYST	1010	1 KW (DAYS)	OLDIES	APR	$ 30.00	(MMR)	United

FM STATIONS

WBSB	104.3	50 KW @ 420	CHR	ABC C	$ 160.00	(Banner)	Scripps-Howard
WGRX	100.7	16 KW @ 858	CLASSIC AOR	ABC F	$ 54.00	(Durpetti)	Shamrock-Lynett (WESTMINISTER)
WIYY	97.9	13 KW @ 946	AOR	ABC R	$ 100.00	(HNWH)	Hearst
WLIF	101.9	13 KW @ 961	SOFT AC		$ 144.00	(Christal)	Infinity
WPOC	93.1	16 KW @ 870	COUNTRY	ABC D	$ 136.00	(Banner)	Nationwide
WQSR	105.7	50 KW @ 500	OLDIES	CBS US 1	$ 80.00	(MMR)	Sconnix
WRBS	95.1	50 KW @ 500	RELIGION		$ 20.00	(---)	
WWIN	95.9	3 KW @ 300	CHR/URBAN		$ 130.00	(Durpetti)	Almic (P)
WWMX	106.5	7 KW @ 1182	AC		$ 130.00	(Katz)	Capitol-Goodmon
WXYV	102.7	50 KW @ 400	BLACK		$ 127.00	(Mc-Guild)	Summit
WYST	92.3	10 KW @ 550	AC	APR	$ 70.00	(MMR)	United

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400

MSA Rank/Pop: 82/545,200
ADI # 93
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 21/15
Diaries: 1016/429:1/53.8%
Sample Target: 840
% Below Line: 13.5
% Not Listed: 9.1

1989 Revenue: $12,800,000
HH Inc.: $26,846
Retail $: 3.6 Bil
Pop per Station: 27,212
#1 Biller: WYNK-AF $2,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF	(C)	102/14.6	8.7	14.7	14.8	12.7	13.2	221/2629	1136/26.1	21.3	23.1		12.3	92	1168	WYNK-AF
2. WFMF-F	(CHR)	86/12.4	13.7	10.8	12.3	10.5	12.3	146/2211	1194/27.4	28.7	25.2		14.9	111	1588	WFMF-F
3. KQXL-F	(B)	82/11.8	9.9	11.3	13.5	11.3	11.6	122/1106	864/19.8	16.6	21.3		15.5	116	1129	KQXL-F
4. WXOK	(B)	59/ 8.5	5.7	7.4	8.2	7.8	7.4	65/830	705/16.2	14.8	16.0		8.6	64	1053	WXOK
5. KHOM-F	(O)	47/ 6.8	5.1	5.7	4.2	4.3	5.4	114/1456	574/13.2	12.4	7.3		6.3	47	518	KHOM-F
6. WTGE-F	(AC)	38/ 5.5	4.1	5.1	4.4	7.3	4.8	50/884	615/14.1	12.5	13.2		5.6	42	712	WTGE-F
WNDC	(R/G)	38/ 5.5	5.6	4.2	4.2	2.1	4.9	39/327	295/ 6.8	9.2	1.8		3.2	24	280	WNDC
8. WGGZ-F	(CHR)	34/ 4.9	6.7	7.9	6.9	7.4	6.6	68/1838	874/20.1	20.4	21.3		6.7	50	1091	WGGZ-F
9. WKJN-F	(C)	32/ 4.6	5.4	6.5	6.7	7.0	5.8	69/1120	505/11.6	14.8	14.1		4.4	33	486	WKJN-F
10. WJBO	(N/T)	30/ 4.3	6.3	3.2	4.7	4.8	4.6	33/652	579/13.3	13.6	14.9		2.9	22	425	WJBO
11. WCKW-F	(CL AOR)	24/ 3.5	3.6	4.0	2.9	2.8	3.5	73/1082	433/ 9.9	8.5	8.7		3.1	23	395	WCKW-F
12. KIEZ-F	(EZ)	18/ 2.6	1.6	----	----	----	1.0	19/293	253/ 5.8	2.6	0.0		1.6	12	218	KIEZ-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.42% (483 of 632) (WIN 89: 77.83%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 WFMF-F<	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF	1 WYNK-AF>>	1 WYNK-AF	1 WYNK-AF>	1 WYNK-AF	1 KQXL-F	1 WYNK-F
2 KQXL-F>>	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 KQXL-F	2 WXOK	2 WFMF-F	2 WFMF-F	2 WFMF-F	2 WFMF-F>	2 KQXL-F
3 WGGZ-F>	3 WYNK-AF>	3 WFMF-F>	3 KHOM-F	3 KHOM-F<	3 KHOM-F	3 KQXL-F>	3 WXOK <	3 KQXL-F>	3 WYNK-AF	3 WXOK
4 WXOK	4 WTGE-F	4 WXOK	4 WFMF-F	4 WFMF-F	4 WKJN-F	4 WXOK <	4 KQXL-F	4 KHOM-F<	4 WXOK >	4 WFMF-F
5	5 WGGZ-F<	WTGE-F	5 WTGE-F	5 WXOK	WJBO	5 KHOM-F	5 KHOM-F	5 WGGZ-F	5 WGGZ-F	5
6	6 WXOK	6	6 WXOK	WTGE-F	KQXL-F	6 WKJN-F	6	6 WTGE-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFMF-F	1 WFMF-F	1 WFMF-F	1 WFMF-F<	1 WYNK-AF	1 WYNK-AF	1 KQXL-F	1 KQXL-F	1 WYNK-AF	1 WYNK-AF
2 KQXL-F	2 KQXL-F>	2 KQXL-F	2 WYNK-AF	2 WFMF-F<	2 WFMF-F	2 WYNK-AF	2 WCKW-F	2 KQXL-F>	2 KQXL-F
3 WYNK-AF>	3 WYNK-AF	3 WNDC	3 KQXL-F	3 KQXL-F	KQXL-F>	WFMF-F	WFMF-F	3 WTGE-F<	3 KHOM-F
4 WXOK	4 WXOK	4 KHOM-F	4 WXOK	4 KHOM-F	4 WTGE-F	4 WTGE-F	4 WYNK-AF	4 WFMF-F	4 WTGE-F
5 WGGZ-F>	5 WNDC	WTGE-F	5 KHOM-F	5 WXOK	WGGZ-F>	5 WCKW-F	WTGE-F>	5 KHOM-F	5 WCKW-F
6 WNDC	6 WGGZ-F	6 WXOK	6 WNDC	WNDC	6 KHOM-F>	6 WGGZ-F	6 WJBO >	6	6 WFMF-F

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WLUX	1550	Baton Rouge	0.6/1.5/ 4/ 93
WQCK-F	92.7	Clinton	0.4/2.7/ 3/ 129
WTKL	1260	Baton Rouge	1.0/3.0/ 8/ 152
WXLT-F	94.1	McComb	0.7/3.9/ 12/ 299
KDEA-F	99.1	New Iberia	1.7/5.0/ 60/ 820
KSMB-F	94.5	Lafayette	0.4/2.8/ 74/1225
WFPR	1400	Hammond	0.4/0.8/ 5/ 117
WWL	870	New Orleans	0.7/2.0/ 20/ 443

RADIO STATIONS

WJBO,	1150,	5 KW (DA-1)	, TALK	CBS, TALKNT,	$ 24.00	(HNWH)	Jenne	
WNDC,	910,	1 KW (DA-1)	, GOSPEL	,	$ 10.00	(Republic)		
WTKL,	1260,	1 KW (DAYS)	, BTFL/EZ	,	$ 13.00	(---)		
WXOK,	1460,	5 KW/1 KW (DA-3)	, BLACK	NBC,	$ 26.00	(Torbet)		
KQXL-F,	106.5,	50 KW @ 300,	BLACK	SBN, ABC F,	$ 35.00	(Banner)		(NEW ROADS)
WFMF-F,	102.5,	85 KW @ 1200,	CHR	,	$ 56.00	(HNWH)	Jenne	
WGGZ-F,	98.1,	95 KW @ 1550,	CHR	RADRAD, ABC C,	$ 50.00	(Katz)		
WKJN-F,	103.3,	100 KW @ 1045,	COUNTRY	MBS,	$ 44.00	(Christal)		(HAMMOND)
WQCK-F,	92.7,	3 KW @ 300,	RELIGION	,	$ 9.00	(---)		(CLINTON)
WTGE-F,	100.7,	95 KW @ 690,	AC	,	$ 37.00	(Republic)		
WXLT-F,	94.1,	100 KW @ 980,	AOR	,	$ 10.00	(Southern)		(MACOMB, MS)
WYNK-F,	101.5,	100 KW @ 1550,	COUNTRY	ABC E,	$ 63.00	(Katz)		Narragansett

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000

MSA Rank/Pop: 56/921,000
ADI # 48
Average Person Ratings: 15.6
Market TSL: 20.75 hours

Stations: 23/20
Diaries: 1120/690:1/56.3%
Sample Target: 1100
% Below Line: 2.9
% Not Listed: 8.9

1989 Revenue: $24,500,000
HH Inc.: $23,096
Retail $: 5.7 Bil
Pop per Station: 38,650
#1 Biller: WZZK-AF $6,100,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF (C)	197/16.3	16.2	14.4	18.7	17.5	16.4	337/4035	2358/28.7	30.0	28.6		14.5	167	1959	WZZK-AF
2. WENN-F (B)	142/11.8	12.3	10.6	11.0	10.5	11.4	196/2170	1516/19.6	17.7	19.5		18.5	224	2442	WENN-F
3. WZRR-F (AOR)	110/ 9.1	8.2	8.6	8.2	10.4	8.5	152/1654	1191/15.4	16.3	16.7		10.3	125	1257	WZRR-F
4. WAPI-F (CHR)	105/ 8.7	7.8	8.0	7.3	8.4	7.9	177/2693	1672/21.6	19.3	20.1		13.4	162	2262	WAPI-F
5. WMJJ-F (AC)	100/ 8.3	8.2	11.9	10.4	8.3	9.7	123/1881	1489/19.3	19.1	18.7		6.6	80	1281	WMJJ-F
6. WATV (B)	75/ 6.2	5.1	4.0	4.0	3.7	4.8	75/797	782/10.1	10.7	8.0		3.1	37	724	WATV
7. WKXX-F (CHR)	64/ 5.3	7.0	5.8	7.1	7.3	6.3	80/1869	1406/18.2	18.3	19.5		6.4	77	1911	WKXX-F
8. WERC (N/T)	60/ 5.0	5.2	6.3	5.6	3.6	5.5	61/1067	1032/13.4	13.4	9.4		4.9	59	780	WERC
9. WAPI (BB)	59/ 4.9	4.6	4.2	3.7	4.5	4.3	60/740	705/ 9.1	10.1	8.8		3.9	47	603	WAPI
10. WDJC-F (REL)	38/ 3.1	2.6	3.1	2.8	2.9	2.9	60/1149	683/ 8.8	6.3	7.7		3.1	37	604	WDJC-F
11. WJLD (B)	32/ 2.7	1.6	2.0	1.7	2.8	2.0	35/508	478/ 6.2	5.6	6.5		1.7	20	341	WJLD
12. WAGG (REL)	29/ 2.4	3.8	3.6	2.9	2.7	3.2	29/396	390/ 5.0	7.0	5.9		1.7	20	275	WAGG

12+ FM SHARE (METRO): 70.82% (779 of 1100) (WIN 89: 72.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPI-F	1 WZRR-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>	1 WENN-F>>	1 WENN-F>
2 WENN-F>>	2 WENN-F	2 WZRR-F	2 WMJJ-F	2 WMJJ-F	2 WMJJ-F	2 WENN-F	2 WZRR-F	2 WENN-F<	2 WAPI-F	2 WATV >
3 WKXX-F	3 WAPI-F	WENN-F	3 WZRR-F	3 WZRR-F	3 WATV <	3 WAPI-F	3 WMJJ-F	3 WZRR-F	3 WZZK-AF	3 WZZK-F>>
4	4 WZZK-AF	4 WMJJ-F	4 WENN-F>	4 WENN-F>	4 WAPI	4 WZRR-F	4 WENN-F	4 WMJJ-F	4 WZRR-F	4 WERC
5	5 WKXX-F	5 WAPI-F>	5 WAPI-F<	5 WAPI-F<	5 WERC	5 WMJJ-F	5 WERC <	WAPI-F>	5 WMJJ-F	5 WMJJ-F<
6	6 WMJJ-F>>	6 WKXX-F	6 WKXX-F	6 WATV <	6 WENN-F	6 WERC	6 WAPI	6 WKXX-F	6 WKXX-F	6 WZRR-F
7	7	7	7	7 WKXX-F	7	7 WATV	7 WAPI-F	7 WAPI	7 WDJC-F	7 WQEN-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F>	1 WENN-F>	1 WENN-F	1 WZZK-AF	1 WZZK-AF>	1 WAPI-F	1 WZRR-F>>	1 WZRR-F>>	1 WZRR-F<	1 WZZK-AF>
2 WAPI-F>	2 WAPI-F<	2 WZZK-AF	WENN-F	2 WMJJ-F	2 WZRR-F>	2 WENN-F	2 WZZK-AF>	2 WZZK-AF>	2 WZRR-F
3 WZRR-F>	3 WZRR-F	3 WKXX-F	3 WMJJ-F>	3 WENN-F>	3 WENN-F	WAPI-F<	3 WENN-F	3 WMJJ-F	3 WMJJ-F
4 WMJJ-F	4 WKXX-F<	4 WZRR-F	4 WAPI-F	4 WZRR-F	4 WKXX-F>>	4 WZZK-AF	4 WMJJ-F>	WENN-F	4 WENN-F
5 WKXX-F>>	5 WZZK-AF	WMJJ-F	5 WZRR-F	5 WKXX-F	5 WZZK-AF	5 WKXX-F	5 WKXX-F	5 WAPI-F>	5 WERC
6	WMJJ-F>>	6 WAPI-F>	6 WKXX-F>	6 WATV <	6	6 WMJJ-F	6	6 WERC	6
7	7	7 WAGG	7 WATV	7 WAPI-F	7	7	7	7 WKXX-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAYE	1220	Birmingham	0.5/2.2/ 6/ 173
WCRL	1570	Oneonta	0.4/1.1/ 5/ 104
WCRT	1260	Birmingham	0.8/2.4/ 10/ 187
WFFN-F	92.9	Cordova	0.5/1.2/ 6/ 92
WFHK	1430	Pell City	1.1/0.7/ 13/ 52
WVOK	690	Birmingham	0.7/5.2/ 13/ 575
WYDE	850	Birmingham	0.4/2.4/ 6/ 202
WQEN-F	103.7	Gadsden/Anstn	0.4/1.4/ 62/1005
WRSA-F	96.9	Decatur/Hntsvle	0.6/1.1/ 34/ 462
WZBQ-F	102.5	Jasper	1.9/6.2/ 91/1235

RADIO STATIONS

WAGG,	1320,	5 KW	, GOSPEL	SBN,	$ 30.00	(HNWH)	
WAPI,	1070,	50 KW/5 KW (DA-N)	, NOSTALGIA	NBC,	$ 29.00	(Christal)	Dittman
WATV,	900,	1 KW	, BLACK	ABC E,	$ 30.00	(Roslin)	
WAYE,	1220,	1 KW (DAYS)	, RELIGION	,	$ 15.00	(---)	Willis
WCRT,	1260,	5 KW/41 W	, OLDIES	CNN, TRNSTR,	$ 16.00	(Banner)	
WERC,	960,	5 KW (DA-N)	, NEWS/TALK	,	$ 40.00	(Mc-Guild)	Sungroup
WJLD,	1400,	1 KW	, BLACK	MBC, SBN,	$ 21.00	(---)	
WVOK,	690,	50 KW/30 W	, COUNTRY	CBS,	$ 17.00	(Republic)	Dick
WZZK,	610,	5 KW/1 KW (DA-N)	, SIMULCAST WITH WZZK-F				
WAPI-F,	94.5,	98 KW @ 1214,	CHR	ABC C,	$ 80.00	(Christal)	Dittman
WDJC-F,	93.7,	99 KW @ 984,	RELIGION	,	$ 22.00	(---)	Crawford
WENN-F,	107.7,	100 KW @ 640,	BLACK	SBN,	$ 57.00	(HNWH)	
WKXX-F,	106.9,	99 KW @ 1114,	CHR	ABC D,	$ 59.00	(Mc-Guild)	Sungroup
WMJJ-F,	96.5,	100 KW @ 1026,	AC	,	$ 107.00	(Banner)	Capitol-Johnson
WZRR-F,	99.5,	100 KW @ 869,	CLASSIC AOR	,	$ 50.00	(Republic)	Dick
WZZK-F,	104.7,	100 KW @ 1300,	COUNTRY	,	$ 130.00	(Katz)	NewCity

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100

MSA Rank/Pop: 6/3,719,500
ADI # 6
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 36/30
Diaries: 2429/1311:1/50.1%
Sample Target: 2190
% Below Line: 3.8
% Not Listed: 11.8

1989 Revenue: $111,800,000
HH Inc.: $35,763
Retail $: 34.9 Bil
Pop per Station: 106,136
#1 Biller: WXKS-F $15,200,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WRKO	(T)	460/ 7.8	6.6	6.6	6.5	7.7	6.9	595/5755	4634/14.6	13.8	13.8		5.4	292	3208	WRKO
2.	WBZ	(MOR)	433/ 7.3	5.9	5.4	5.9	6.6	6.1	593/7958	5324/16.7	15.4	17.3		6.9	371	4011	WBZ
3.	WZOU-F	(CHR)	418/ 7.1	5.5	5.6	6.6	5.7	6.2	531/8574	6320/19.8	18.2	17.7		7.3	397	5758	WZOU-F
4.	WXKS-F	(CHR)	352/ 5.9	6.2	8.0	7.7	7.1	6.9	412/7004	5754/18.1	18.5	18.4		7.0	380	6422	WXKS-F
5.	WJIB-F	(EZ)	283/ 4.8	5.1	5.2	6.3	5.4	5.3	380/5178	3673/11.5	12.2	13.4		5.1	276	2623	WJIB-F
6.	WBCN-F	(AOR)	274/ 4.6	5.3	5.5	5.8	5.1	5.3	361/6369	4367/13.7	14.8	14.5		6.8	367	3314	WBCN-F
7.	WHDH	(T)	271/ 4.6	4.7	4.4	4.6	4.4	4.6	306/4401	3699/11.6	14.7	12.5		4.9	267	3179	WHDH
8.	WSSH-F	(SAC)	255/ 4.3	3.5	4.6	3.9	4.3	4.1	365/5552	3855/12.1	10.4	10.6		4.1	222	2569	WSSH-F
9.	WODS-F	(O)	244/ 4.1	5.1	4.8	3.7	4.7	4.4	378/6295	4235/13.3	14.3	14.3		3.3	181	3348	WODS-F
10.	WEEI	(N)	243/ 4.1	4.5	3.8	3.6	4.0	4.0	268/5053	4361/13.7	15.0	14.5		4.0	218	3813	WEEI
11.	WMJX-F	(AC)	241/ 4.1	4.6	4.5	4.7	3.7	4.5	284/5202	4369/13.7	14.2	12.2		5.2	283	2903	WMJX-F
12.	WROR-F	(AC)	216/ 3.7	2.2	2.8	3.0	3.1	2.9	248/4752	3588/11.3	9.9	11.5		3.0	161	2818	WROR-F
13.	WZLX-F	(CL AOR)	177/ 3.0	3.1	3.5	3.6	4.2	3.3	262/4062	2977/ 9.3	10.6	12.4		2.9	158	2551	WZLX-F
14.	WILD	(B)	170/ 2.9	2.5	2.1	2.1	2.4	2.4	173/946	910/ 2.9	3.1	2.7		1.1	62	980	WILD
15.	WVBF-F	(AC)	141/ 2.4	2.3	2.4	2.4	2.4	2.4	179/3491	2803/ 8.8	6.9	8.8		2.5	133	2060	WVBF-F
16.	WBOS-F	(AOR)	116/ 2.0	1.6	2.2	1.3	2.4	1.8	167/2584	1813/ 5.7	5.7	6.9		1.5	82	1477	WBOS-F
17.	WCGY-F	(AOR)	105/ 1.8	1.9	1.9	1.4	1.9	1.8	149/2764	1892/ 5.9	5.4	5.3		2.1	112	1765	WCGY-F
18.	WCRB-F	(CL)	101/ 1.7	2.1	1.7	1.9	2.5	1.9	155/2675	1808/ 5.7	6.7	6.8		1.9	105	1696	WCRB-F
19.	WXKS	(BB)	98/ 1.7	1.4	2.1	2.1	1.0	1.8	98/856	844/ 2.7	3.4	2.9		1.1	59	438	WXKS
20.	WFNX-F	(AOR)	92/ 1.6	1.9	1.9	2.2	1.8	1.9	97/1428	1296/ 4.1	5.2	5.2		1.5	82	1748	WFNX-F
21.	WAAF-F	(AOR)	86/ 1.5	1.8	1.2	0.9	1.5	1.4	235/3921	1638/ 5.1	6.7	6.6		3.7	201	3314	WAAF-F
22.	WPLM-F	(BB)	62/ 1.0	2.1	1.2	1.9	0.8	1.5	160/2539	1330/ 4.2	4.2	2.9		0.3	15	265	WPLM-F
23.																	
24.																	
25.																	

12+ FM SHARE (METRO): 63.70% (3324 of 5218) (WIN 89: 65.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WXKS-F	1 WXKS-F	1 WODS-F	1 WODS-F	1 WRKO	1 WBZ	1 WRKO >	1 WRKO	1 WBZ	1 WBZ
2 WXKS-F	2 WBCN-F	2 WBCN-F	2 WBCN-F<	2 WRKO <	2 WBZ >	2 WRKO >	2 WJIB-F	2 WZOU-F	2 WZOU-F	2 WHDH
3	3 WZOU-F>	3 WZOU-F	3 WXKS-F	3 WMJX-F	3 WJIB-F<	3 WEEI <	3 WSSH-F	3 WXKS-F	3 WHDH	3 WRKO
4	4 WZLX-F	4 WODS-F<	4 WROR-F<	WBCN-F<	4 WHDH	4 WXKS-F	4 WXKS-F<	4 WJIB-F	4 WXKS-F	4 WMJX-F
5	5 WMJX-F	5 WMJX-F<	5 WMJX-F	5 WXKS-F	5 WEEI	5 WZOU-F	5 WBCN-F<	WBCN-F	5 WMJX-F	5 WEEI
6	6 WROR-F	6 WROR-F	6 WRKO	WROR-F	6 WSSH-F	6 WBCN-F<	6 WZOU-F	6 WODS-F	6	6
7	7 WILD <	7 WZLX-F	7 WZOU-F	WBZ <	7 WODS-F	7 WHDH	7 WODS-F	WBZ	7	7
8	8 WCGY-F	8 WRKO	8 WZLX-F	8 WSSH-F	8	8 WROR-F	8 WBZ	8 WHDH	8	8
9	9	9	9	9	9	9	9	9 WSSH-F	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WXKS-F	1 WZOU-F	1 WXKS-F	1 WMJX-F<	1 WBCN-F>	1 WBCN-F>	1 WBCN-F	1 WBCN-F>	1 WRKO
2 WZOU-F>>	2 WZOU-F>	2 WXKS-F	2 WZOU-F	2 WSSH-F	2 WXKS-F<	2 WXKS-F<	2 WZLX-F	2 WZLX-F	WODS-F
3 WBCN-F	3 WBCN-F	3 WBCN-F	3 WMJX-F	3 WODS-F	3 WZOU-F	3 WZLX-F>	3 WXKS-F>	WXKS-F	3 WBCN-F
4 WMJX-F	4 WMJX-F	4 WMJX-F	4 WROR-F	4 WXKS-F	4 WAAF-F	4 WZOU-F>	4 WFNX-F	4 WODS-F	4 WZLX-F
5 WILD >	5 WILD >	WILD	WODS-F<	WROR-F<	5 WCGY-F	5 WAAF-F<	5 WZOU-F	5 WRKO	5 WBZ <
6 WZLX-F	6 WROR-F	6 WROR-F	6 WBCN-F<	6 WZOU-F<	6 WZLX-F>	6 WCGY-F	WODS-F	6 WROR-F	6 WXKS-F<
WSSH-F	7 WVBF-F	WBOS-F<	7 WSSH-F<	7 WBZ	7 WROR-F	7 WROR-F	7 WROR-F	7 WZOU-F	7 WROR-F
8 WCGY-F	8 WZLX-F	8 WVBF-F	8 WILD	8 WJIB-F	8 WMJX-F	8	8 WMJX-F	8 WMJX-F	8 WHDH
9	9	9	9	9	9	9	9	9	9
	10	10	10	10	10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WBET	1460	Brokton	0.4/0.8/ 28/ 331
WBOQ-F	104.9	Gloucester	0.3/1.1/ 22/ 368
WCAP	980	Lowell	0.3/1.1/ 19/ 387
WCCM	800	Lawrence	0.3/0.7/ 20/ 265
WESX	1230	Salem	0.5/1.0/ 31/ 334
WEZE	1260	Boston	0.4/1.3/ 27/ 547
WJDA	1300	Quincy	0.8/1.1/ 45/ 358
WKKU	1510	Boston	0.5/1.6/ 32/ 585
WROL	950	Boston	0.5/1.8/ 30/ 610
WCTK-F	98.1	New Bedford	0.4/1.0/130/1596
WHJY-F	94.1	Providence	0.7/1.8/288/3009
WHOB-F	106.3	Nashua	0.3/1.6/ 56/1221
WOKQ-F	97.5	Dover/Portsmth	0.4/1.4/199/2511
WXLO-F	104.5	Fitchbrg/Worcst	0.6/2.0/127/2049

RADIO STATIONS

AM STATIONS

WBZ ,	1030,	50 KW (DA-1)	, MOR	NBC,	$ 230.00	(Group W)	Westinghouse
WEEI,	590,	5 KW (DA-1)	, NEWS	CBS,	$ 135.00	(CBS)	
WHDH,	850,	50 KW (DA-2)	, TALK	NBC,TLKNT,	$ 173.00	(Durpetti)	
WILD,	1090,	5 KW (DAYS)	, BLACK	SBN,	$ 42.00	(Roslin)	
WMEX,	1150,	5 KW (DA-2)	, OLDIES	ABC E,	$ 35.00	(Mc-Guild)	Greater Media
WRKO,	680,	50 KW (DA-2)	, TALK	MBS,	$ 180.00	(Republic)	Atlantic Ventures
WROL,	950,	5 KW (DAYS)	, RELIGION	,	$ 21.00	(---)	
WXKS,	1430,	5 KW/1 KW(DA-N)	, NOSTALGIA	,	$ N/A	(MMR)	Pyramid

FM STATIONS

WBCN,	104.1,	19 KW @ 742,	AOR	,	$ 345.00	(Torbet)	Infinity
WBOS,	92.9,	17 KW @ 860,	CL.AOR/VARIOUS	NBC,	$ 90.00	(Katz)	Ackerly
WCGY,	93.7,	50 KW @ 430,	CLASSIC AOR	,	$ 65.00	(K & P)	Curt Gowdy
WCRB,	102.5,	15 KW @ 920,	CLASSICAL	,	$ 95.00	(CMBS)	
WFNX,	101.7,	1.6 KW @ 465,	AOR	,	$ 69.00	(---)	
WJIB,	96.9,	12 KW @ 1010,	BTFL/EZ	,	$ 110.00	(Mc-Guild)	Emmis
WMJX,	106.7,	12 KW @ 720,	AC	,	$ 142.00	(Mc-Guild)	Greater Media
WODS,	103.3,	16 KW @ 890,	OLDIES	RADRAD,	$ 140.00	(CBS)	CBS
WPLM,	99.1,	50 KW @ 430,	NOSTALGIA	,	$ 42.00	(---)	(PLYMOUTH)
WROR,	98.5,	8 KW @ 1191,	AC	US 1,	$ 165.00	(Republic)	Atlantic Ventures
WSSH,	99.5,	32 KW @ 600,	SOFT AC	,	$ 190.00	(HNWH)	Noble
WVBF,	105.7,	14 KW @ 954,	AC	,	$ 130.00	(Banner)	Fairbanks
WXKS,	107.9,	24 KW @ 719,	CHR	,	$ 300.00	(MMR)	Pyramid
WZLX,	100.7,	50 KW @ 500,	CLASSIC AOR	,	$ 150.00	(Christal)	Cook Inlet
WZOU,	94.5,	8 KW @ 1050,	CHR	,	$ 165.00	(Eastman)	Ardman

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000
MSA Rank/Pop: 54 Buffalo) 1,180,000
(197 Niagara Falls) ADI # 38
Average Person Ratings: 18.5
Market TSL: 24.00 hours

Stations: 25/21
Diaries: 1318/753.1/59.4%
Sample Target: 1290
% Below Line: 3.1
% Not Listed: 10.0

1989 Revenue: $28,100,000
HH Inc.: $27,650
Retail $: 7.9 Bil
Pop per Station: 47,238
#1 Biller: WBEN $4,700,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WJYE-F	(SAC)	162/ 8.8	7.9	9.1	11.2	9.3	9.3	173/2003	1896/19.1	18.4	22.5		6.5	114	1724	WJYE-F
2. WBUF-F	(AC)	158/ 8.6	5.4	6.3	8.6	6.8	7.2	177/1872	1626/16.4	12.3	18.1		6.4	112	1140	WBUF-F
3. WYRK-F	(C)	151/ 8.2	8.8	8.8	8.5	10.0	8.6	192/1932	1544/15.6	16.2	18.4		8.1	142	1434	WYRK-F
4. WKSE-F	(CHR)	149/ 8.1	9.1	11.3	9.5	11.0	9.5	163/2683	2393/24.1	24.4	26.5		11.3	199	3398	WKSE-F
5. WBEN	(MOR)	144/ 7.8	10.7	6.8	7.9	9.1	8.3	155/2530	2330/23.5	31.2	26.2		9.8	172	2195	WBEN
6. WGR -F	(AOR)	142/ 7.7	9.1	7.6	9.4	7.4	8.4	166/2081	1787/18.0	17.2	15.3		7.0	124	1524	WGR -F
7. WBLK-F	(B)	140/ 7.6	4.7	6.6	5.7	4.8	6.1	141/1149	1136/11.5	10.1	10.4		5.5	97	1684	WBLK-F
8. WMJQ-F	(CHR)	121/ 6.6	5.1	5.9	4.2	4.5	5.4	220/3288	2180/22.0	19.1	15.0		8.0	141	1975	WMJQ-F
9. WHTT-F	(O)	100/ 5.4	6.1	6.0	5.2	5.2	5.7	121/1831	1629/16.4	17.3	13.9		7.2	127	1483	WHTT-F
10. WECK	(BB)	71/ 3.9	3.2	3.8	5.8	5.7	4.2	74/895	855/ 8.6	7.1	9.3		4.0	71	726	WECK
11. WUFX-F	(CL AOR)	67/ 3.6	4.9	4.4	2.9	3.7	4.0	74/1369	1234/12.4	14.2	11.5		6.0	106	1599	WUFX-F
12. WGR	(N/T)	56/ 3.0	3.5	4.0	1.6	4.2	3.0	71/1254	1026/10.3	11.7	11.5		1.8	32	722	WGR
13. CJFT	(MOR)	33/ 1.8	1.6	1.2	1.1	0.4	1.4	34/381	374/ 3.8	2.6	1.9					CJFT
14. WGKT	(AC)	23/ 1.3	0.8	0.9	1.3	1.2	1.1	23/292	292/ 2.9	3.1	5.3		0.6	11	209	WGKT
WBMW-F	(J/NAC)	23/ 1.3	1.3	1.4	0.6	1.1	1.1	28/509	412/ 4.2	3.9	2.9		1.3	23	685	WBMW-F

12+ FM SHARE (METRO): 76.10% (1258 of 1653) (WIN 89: 72.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F	1 WGR -F	1 WGR -F	1 WBUF-F	1 WBUF-F	1 WBEN	1 WBEN >	1 WJYE-F	1 WBUF-F	1 WBEN	1 WBEN >>
2 WMJQ-F>>	2 WKSE-F	2 WBLK-F<	2 WJYE-F<	2 WJYE-F	2 WJYE-F<	2 WBUF-F<	2 WBUF-F	2 WKSE-F	2 WBLK-F<	2 WGR -F
3 WBLK-F>	3 WBLK-F	3 WKSE-F<	3 WHTT-F	3 WHTT-F	3 WYRK-F<	3 WKSE-F	3 WGR-F	3 WGR-F	3 WKSE-F>	3 WBLK-F
4 WGR -F	4 WMJQ-F	4 WBUF-F	4 WGR -F<	4 WBLK-F<	4 WBUF-F>	4 WYRK-F	WYRK-F	4 WKSE-F	4 WMJQ-F	4 WYRK-F
5	5 WUFX-F	5 WJYE-F	5 WBLK-F	5 WYRK-F	5 WECK	5 WMJQ-F	5 WHTT-F	5 WYRK-F	5 WJYE-F<	5 WHTT-F
6	6 WBUF-F	6 WHTT-F	6 WYRK-F	6 WGR -F	6 WHTT-F	WGR -F<	6 WBLK-F	6 WBLK-F	6 WGR -F	6
7	7 WJYE-F	7 WMJQ-F	7 WKSE-F	7 WKSE-F	7	7 WBLK-F	7 WKSE-F	7 WMJQ-F	7 WYRK-F>	7
8	8 WHTT-F	8	8 WMJQ-F	8	8	8	8 WMJQ-F	8	8 WUFX-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLK-F	1 WKSE-F	1 WKSE-F	1 WBLK-F	1 WBUF-F	1 WGR -F>>	1 WGR -F>>	1 WGR -F>	1 WGR -F>	1 WHTT-F
2 WKSE-F>	2 WBLK-F>	2 WBUF-F	2 WKSE-F<	2 WJYE-F	2 WKSE-F	2 WUFX-F	2 WBLK-F<	2 WUFX-F	2 WGR -F
3 WGR -F	3 WGR -F	3 WHTT-F	3 WJYE-F<	3 WBLK-F	3 WMJQ-F>	WMJQ-F	3 WUFX-F>	3 WHTT-F	3 WYRK-F
4 WMJQ-F>	WBUF-F	4 WJYE-F	4 WBUF-F>	4 WKSE-F	4 WUFX-F	4 WKSE-F	4 WMJQ-F	4 WMJQ-F	4 WBUF-F
5 WBUF-F	5 WMJQ-F	5 WBLK-F	5 WHTT-F	5 WHTT-F<	5 WBLK-F>>	WBLK-F	5 WJYE-F	5 WYRK-F<	5 WUFX-F
6 WJYE-F	6 WHTT-F	6 WMJQ-F	6 WMJQ-F<	6 WYRK-F	6 WBUF-F	6	6 WYRK-F	6 WKSE-F	6 WJYE-F
WHTT-F	7 WJYE-F	WGR -F	7 WGR -F	7 WMJQ-F	7 WYRK-F>	7	WKSE-F	WBUF-F	7 WBEN <
8	8	8 WYRK-F>	8 WYRK-F	8	8	8	8 WHTT-F	8	8 WBLK-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WDCX-F	99.5	Buffalo	1.1/3.3/ 23/ 416
WHTT	1120	Buffalo	0.4/1.8/ 7/ 191
WJJL	1440	Niagara Falls	0.6/1.2/ 11/ 121
WLVL	1340	Lockport	0.5/1.7/ 9/ 171
WUFO	1080	Amherst	0.4/1.4/ 8/ 139
WWKB	1520	Buffalo	1.0/4.4/ 22/ 521
WXRL	1300	Lancaster/Buffl	0.8/3.9/ 17/ 447
CFNY-F	102.1	Brampton ON	0.7/2.6/ 12/ 281
CHTZ-F	97.7	St. Catharines	0.4/3.1/ 7/ 304
CHUM-F	104.5	Toronto	0.3/1.8/ 7/ 213

AM STATIONS

WBEN,	930,	5 KW (DA-N)	, MOR	CBS,	$ 80.00	(Eastman)	
WECK,	1230,	1 KW	, NOSTALGIA	CBS,	$ 31.00	(Roslin)	
WGKT,	1400,	1 KW	, OLDIES	,	$ 20.00	(CBS)	Metroplex
WGR ,	550,	5 KW (DA-N)	, NEWS/TALK	ABC E,	$ 42.00	(Katz)	
WUFO,	1080,	1 KW (DAYS)	, BLACK	SBN,	$ 16.00	(---)	
WWKB,	1520,	50 KW (DA-1)	, BUSINESS NEWS	,	$ 40.00	(HNWH)	Price

FM STATIONS

WBLK,	93.7,	50 KW @ 400,	BLACK	RADRAD,	$ 40.00	(Durpetti)	
WBMW,	107.7,	13 KW @ 650,	JAZZ/NAC	SMN, US 1,	$ 38.00	(Torbet)	(WETHERSFIELD)
WBUF,	92.9,	91 KW @ 580,	AC	,	$ 90.00	(Mc-Guild)	Lincoln
WDCX,	99.5,	110 KW @ 640,	RELIGION	,	$ 21.00	(---)	Crawford
WGR ,	96.9,	13 KW @ 890,	AOR	,	$ 66.00	(Katz)	
WHTT,	104.1,	50 KW @ 500,	OLDIES	,	$ 62.00	(MMR)	Pyramid
WJYE,	96.1,	50 KW @ 480,	EZ/SOFT AC	,	$ 64.00	(Christal)	Williams
WKSE,	98.5,	45 KW @ 380,	CHR	ABC R,	$ 66.00	(HNWH)	Price
WMJQ,	102.5,	105 KW @ 1347,	CHR	SOURCE,	$ 50.00	(Eastman)	
WUFX,	103.3,	49 KW @ 340,	CLASSIC AOR	RADRAD,	$ 47.00	(CBS)	Metroplex
WYRK,	106.5,	50 KW @ 390,	COUNTRY	,	$ 70.00	(Mc-Guild)	Stoner

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900

MSA Rank/Pop: 44/1,092,800
ADI # 31
Average Person Ratings: 17.6
Market TSL: 22.75 hours

Stations: 26/19
Diaries: 1318/706:1/54.8%
Sample Target: 1190
% Below Line: 4.7
% Not Listed: 12.6

1989 Revenue: $32,900,000
HH Inc.: $27,430
Retail $: 9.0 Bil
Pop per Station: 48,994
#1 Biller: WSOC-AF $6,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WSOC-F	(C)	218/13.3	15.4	9.1	14.4	12.7	13.1	372/3886	2245/24.1	27.9	23.8		0.6	10	289	WSOC-F
2. WPEG-F	(B)	152/ 9.3	9.5	11.4	10.6	10.7	10.2	212/2086	1608/17.3	14.9	16.3		14.7	249	1916	WPEG-F
3. WCKZ-F	(CHR)	151/ 9.2	8.0	8.7	8.5	8.2	8.6	258/3451	2069/22.2	18.3	18.1		12.2	206	2255	WCKZ-F
4. WRFX-F	(CL AOR)	115/ 7.0	7.9	7.5	7.2	7.3	7.4	151/1899	1409/15.1	17.1	14.5		8.4	142	1642	WRFX-F
5. WEZC-F	(AC)	111/ 6.8	5.5	6.0	5.3	5.8	5.9	165/1988	1300/14.0	13.1	10.3		3.5	60	1003	WEZC-F
6. WBT	(MOR)	109/ 6.7	9.0	5.6	7.2	5.8	7.1	120/1777	1496/16.1	17.8	14.4		4.5	77	1170	WBT
7. WMXC-F	(AC)	93/ 5.7	6.3	6.6	7.2	5.7	6.4	115/1625	1237/13.3	15.0	13.8		4.7	79	1157	WMXC-F
8. WTDR-F	(C)	86/ 5.3	4.8	4.5	3.6	3.9	4.6	169/1805	916/ 9.8	11.2	11.8		5.3	89	789	WTDR-F
9. WBT -F	(AC)	79/ 4.8	4.8	3.8	3.8	5.0	4.3	150/2567	1411/15.2	14.7	16.2		4.1	69	1237	WBT -F
10. WWMG-F	(O)	76/ 4.7	4.8	4.5	3.6	3.9	4.4	120/1757	1106/11.9	11.2	11.8		4.3	72	832	WWMG-F
11. WZZG-F	(CHR)	62/ 3.8	4.3	5.6	4.9	5.3	4.7	109/1791	1017/10.9	12.8	15.8		5.0	85	1488	WZZG-F
12. WGSP	(REL)	28/ 1.7	0.4	1.0	1.0	0.6	1.0	28/175	175/ 1.9	1.3	1.0					WGSP

12+ FM SHARE (METRO): 87.54% (1250 of 1428) (WIN 89: 87.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F>>	1 WRFX-F	1 WSOC-F<	1 WSOC-F	1 WSOC-F	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WSOC-F>	1 WPEG-F	1 WPEG-F
2 WPEG-F	2 WCKZ-F<	2 WPEG-F<	2 WRFX-F	2 WPEG-F<	2 WBT	2 WRFX-F	2 WEZC-F	2 WCKZ-F>	2 WCKZ-F>	2 WSOC-F
3	3 WPEG-F>	3 WRFX-F<	WPEG-F>	3 WRFX-F	3 WEZC-F>	3 WPEG-F<	3 WCKZ-F	3 WRFX-F	3 WBT	WMXC-F
4	4 WSOC-F	4 WCKZ-F>	4 WWMG-F<	4 WEZC-F	4 WTDR-F	4 WCKZ-F	4 WRFX-F	WPEG-F	4 WSOC-F>	4 WRFX-F
5	5 WZZG-F<	5 WMXC-F	5 WEZC-F	5 WWMG-F	5 WPEG-F	5 WBT	5 WBT	5 WEZC-F	5 WBT -F	5 WBT
6	6 WMXC-F	WEZC-F<	6 WCKZ-F<	WMXC-F	6 WMXC-F	6 WMXC-F<	6 WPEG-F	6 WMMG-F	6	6
7	7	7 WWMG-F	7 WMXC-F	7 WCKZ-F	7	7 WEZC-F	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WCKZ-F	1 WPEG-F	1 WCKZ-F	1 WSOC-F>	1 WZZG-F>	1 WRFX-F>	1 WRFX-F>	1 WRFX-F>	1 WRFX-F
2 WCKZ-F	2 WPEG-F	2 WMXC-F	2 WSOC-F	2 WPEG-F	2 WCKZ-F>	2 WPEG-F	2 WPEG-F>>	2 WSOC-F<	2 WSOC-F
3 WSOC-F	3 WSOC-F	3 WSOC-F	3 WPEG-F	WMXC-F<	3 WXRC-F	3 WZZG-F	3 WSOC-F	3 WPEG-F>	3 WPEG-F>
WRFX-F	WMXC-F	4 WCKZ-F<	4 WMXC-F<	4 WEZC-F	WRFX-F	4 WCKZ-F>	4 WCKZ-F	4 WCKZ-F	4 WWMG-F
5 WTDR-F	5 WRFX-F	5 WWMG-F	5 WEZC-F	5 WBT -F<	5 WPEG-F	5 WSOC-F	5 WWMG-F>	5 WWMG-F<	WEZC-F
6 WZZG-F	6 WTDR-F	6 WRFX-F	6 WBT -F	6 WCKZ-F	WMXC-F	6	6 WZZG-F	6 WZZG-F	6 WBT
7 WEZC-F	7 WEZC-F	7 WBT -F	7	7 WWMG-F	7 WBT -F	7	WEZC-F	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
WGIV	1600	Charlotte	0.8/3.4/ 13/ 317	WFGW	1010	Black Mountain	
WHVN	1240	Charlotte	0.3/1.9/ 5/ 175	WFMX-F	105.7	Statesville	0.9/2.3/ 42/ 764
WLON	1050	Lincolnton	0.7/1.3/ 15/ 157	WKRR-F	92.3	Asheboro	0.4/1.8/ 55/ 675
WRDX-F	106.5	Salisbury/Chrlt	1.3/3.3/ 32/ 455	WMIT-F	106.9	Black Mountain	0.7/3.3/ 50/ 951
WRHI	1340	Rock Hill	0.4/0.8/ 6/ 84	WMQX-F	93.1	Winston-Salem	0.3/0.7/ 22/ 359
WROQ-F	95.1	Charlotte	0.6/2.3/ 10/ 247	WSPA-F	98.9	Spartanburg	0.9/2.5/ 37/ 500
WSAT	1280	Salisbury	0.3/0.7/ 5/ 69	WWDM-F	101.3	Sumter	0.4/1.7/ 22/ 401
				WXRC-F	95.7	Hickory	1.2/4.8/ 56/ 886

RADIO STATIONS

AM STATIONS

WBT , 1110, 50 KW (DA-N) , MOR NBC, $ 78.00 (Banner) Jeff-Pilot
WGIV, 1600, 1 KW (DA-2) , BLACK NBN, $ 25.00 (HNWH) Broadcasting Partners

FM STATIONS

WBT -F, 107.9, 97 KW @ 1962, AC , $ 55.00 (Banner) Jeff-Pilot
WCKZ-F, 101.9, 100 KW @ 1000, CHR/URBAN US 2, $ 45.00 (Durpetti) Beasley
WEZK-F, 102.9, 100 KW @ 1545, BTFL/EZ , $ 42.00 (CBS) Keymarket (HICKORY)
WTDR-F, 96.9 100 KW @ 1554, COUNTRY ABC E, $ 58.00 (Republic) Trumper (STATESVILLE)
WMXC-F, 104.7, 100 KW @ 1230, AC , $ 95.00 (MMR) EZ

WPEG-F, 97.9, 50 KW @ 400, BLACK RADRAD, $ 64.00 (HNWH) Broadcasting Part. (CONCORD)
WRFX-F, 99.7, 100 KW @ 1044, AOR , $ 80.00 (Mc-Guild) Pyramid (KANNAPOLIS)
WZZG-F, 95.1, 100 KW @ 1000, CHR US 1, $ 50.00 (Republic)
WSOC-F, 103.7, 100 KW @ 1003, AC , $ 106.00 (Christal) Cox
WWMG-F, 96.1, 100 KW @ 1738, OLDIES , $ 51.00 (Eastman) Voyager (SHELBY)
WXRC-F, 95.7, 100 K2 @ 1276, AOR ABC R, $ 25.00 (---) (HICKORY)

MISCELLANEOUS COMMENTS: WAES-A changes calls to WROQ-A in January...WLVK-F changes calls to WTDR-F as of March...WROQ-F changes calls to WZZG-F in January.

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500
MSA Rank/Pop: 110/427,200
ADI # 84
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 18/18
Diaries: 808/446:1/54.2%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 15.6

1989 Revenue: $12,400,000
HH Inc.: $23,680
Retail $: 3.1 Bil
Pop per Station: 20,027
#1 Biller: WSKZ-F $2,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WSKZ-F	(CHR)	80/13.0	17.3	18.0	19.2	15.0	16.9	174/2130	1036/28.7	31.3	32.0	17.9	118	1248	WSKZ-F
2. WUSY-F	(C)	79/12.8	12.9	12.2	12.6	12.9	12.6	191/1853	885/24.5	27.2	21.1	13.4	88	833	WUSY-F
3. WDEF-F	(EZ)	58/ 9.4	11.9	9.6	10.3	12.9	10.3	73/1040	785/21.8	24.5	23.5	8.8	58	723	WDEF-F
4. WLMX-F	(AC)	48/ 7.8	6.8	10.0	10.5	12.4	8.8	55/863	712/19.8	18.3	23.1	7.3	48	616	WLMX-F
WJTT-F	(B)	48/ 7.8	8.4	6.9	7.9	8.2	7.8	62/533	451/12.5	11.0	13.0	12.4	82	529	WJTT-F
6. WDOD-F	(C)	47/ 7.6	9.6	8.0	9.4	8.5	8.6	69/978	642/17.8	23.9	17.9	7.7	51	571	WDOD-F
7. WFXS-F	(CL AOR)	36/ 5.8	3.0	2.1	1.1	2.7	3.0	46/476	354/ 9.8	9.8	8.7	7.1	47	585	WFXS-F
8. WNOO	(B)	28/ 4.5	6.1	4.5	3.4	3.1	4.6	28/270	270/ 7.5	6.9	7.4	3.2	21	290	WNOO
9. WSGC-F	(O)	21/ 3.4	1.0	3.7	3.6	0.7	2.9	24/423	344/ 9.5	5.5	2.4	2.1	14	251	WSGC-F
10. WDOD	(C)	19/ 3.1	2.3	1.9	2.3	2.2	2.4	23/335	299/ 8.3	8.0	6.9	1.1	7	286	WDOD
11. WDEF	(MOR)	18/ 2.9	3.1	2.2	3.8	4.4	3.0	19/327	307/ 8.5	10.2	10.9	2.7	18	277	WDEF

12+ FM SHARE (METRO): 81.19% (423 of 521) (WIN 89: 84.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F	1 WSKZ-F<	1 WUSY-F	1 WDEF-F	1 WSKZ-F	1 WUSY-F	1 WSKZ-F	1 WSKZ-F	1 WUSY-F
2 WJTT-F	2 WFXS-F	2 WUSY-F	2 WUSY-F	2 WSKZ-F	2 WUSY-F	2 WDEF-F<	2 WLMX-F<	2 WUSY-F	2 WJTT-F	2 WJTT-F>
3	3 WUSY-F	3 WLMX-F	3 WLMX-F	3 WLMX-F	3 WDOD-F	3 WUSY-F>	3 WSKZ-F	3 WLMX-F>	3 WUSY-F	3 WSKZ-F
4	WLMX-F	4 WJTT-F	4 WDOD-F<	4 WDOD-F<	4	4 WDOD-F	4 WDEF-F	4 WJTT-F	4 WDOD-F	4
5	5 WJTT-F	WFXS-F	5 WJTT-F	5 WJTT-F	5	5 WLMX-F	5 WFXS-F	WDEF-F	5 WDEF-F	5
6	6	6 WDOD-F	6	6 WDEF-F	6	6 WJTT-F	WDOD-F	WFXS-F	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>	1 WSKZ-F<	1 WLMX-F	1 WLMX-F	1 WUSY-F	1 WFXS-F	1 WSKZ-F	1 WSKZ-F>>	1 WSKZ-F>	1 WSKZ-F
2 WLMX-F	2 WLMX-F	2 WJTT-F	2 WUSY-F	2 WLMX-F	2 WSKZ-F	2 WFXS-F>	2 WFXS-F>	2 WUSY-F	2 WDOD-F
3 WUSY-F	3 WJTT-F	3 WUSY-F	WSKZ-F	WJTT-F	3 WUSY-F>	3 WUSY-F>	3 WUSY-F	WFXS-F	3 WUSY-F
WJTT-F	4 WUSY-F	4 WSKZ-F	4 WJTT-F>	4 WDEF-F	4 WLMX-F>	4 WLMX-F	4 WLMX-F>	4 WDOD-F	4 WLMX-F
5 WFXS-F>>	5 WFXS-F	5 WFXS-F>>	5 WDEF-F	5 WSKZ-F	5 WJTT-F	5	5 WJTT-F	5 WLMX-F	5 WFXS-F
6	6	6	6	6	WDOD-F>	6	6 WDOD-F	6 WSGC-F	6 WSGC-F
	7		7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO CUME SHARE/RTG/	TSA TSA AQH/CUME
WBDX-F	102.7	Trenton	1.0/4.1/	8/ 199
WDXB	1490	Chattanooga	0.3/2.3/	2/ 83
WEPG	910	S. Pittsburg	0.8/1.7/	5/ 63
WFLI	1070	Lookout Mountn	1.1/3.5/	10/ 218
WGOW	1150	Chattanooga	1.5/6.0/	10/ 228
WMOC	1450	Chattanooga	0.3/2.9/	2/ 104
WQCH	1590	Lafayette	1.3/2.4/	8/ 87

RADIO STATIONS

WDEF,	1370,	5 KW (DA-N)	, MOR	CBS, NBC,	$ 30.00	(Katz)	Park	
WDOD,	1310,	5 KW (DA-N)	, COUNTRY	ABC E,	$ 20.00	(Banner)	Bahakel	
WFLI,	1070,	50 KW/1 KW (DA-2)	, RELIGION	ABC I,	$ 12.00	(---)		
WGOW,	1150,	5 KW/1 KW (DA-N)	, TALK	SUN,	$ 20.00	(Christal)	Bloomington	
WNOO,	1260,	5 KW (DAYS)	, BLACK	SBN,	$ 15.00	(Eastman)		
WDEF-F,	92.3,	97 KW @ 895,	BTFL/EZ	ABC D,	$ 35.00	(Katz)	Park	
WDOD-F,	96.5,	100 KW @ 1080,	COUNTRY	ABC E,	$ 40.00	(Banner)	Bahakel	
WJTT-F,	94.3,	3 KW @ 300,	BLACK	RADRAD,	$ 22.00	(HNWH)		
WLMX-F,	105.5,	3 KW @ 270,	AC	,	$ 44.00	(Republic)	Baum	(ROSSVILLE, GA)
WSGC-F,	101.9,	3 KW @ 650,	OLDIES	,	$ N/A	(---)		(RINGOLD, GA)
WSKZ-F,	106.5,	100 KW @ 1076,	CHR	,	$ 57.00	(Christal)	Bloomington	
WUSY-F,	100.7,	100 KW @ 500,	COUNTRY	MBS,	$ 52.00	(Mc-Guild)	Colonial	
WFXS-F,	102.3,	3 KW @ 287,	CLASSIC ROCK	NBC,	$ 16.00	(Eastman)		

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900

MSA Rank/Pop: 3/8,150,000
ADI # 3
Average Person Ratings: 18.8
Market TSL: 24.50 hours

Stations: 39/39
Diaries: 3337/2021:1/54.3%
Sample Target: 3150
% Below Line: 0.0
% Not Listed: 10.4

1989 Revenue: $228,000,000
HH Inc.: $33,675
Retail $: 60.0 Bil
Pop per Station: 172,946
#1 Biller: WGN $37,400,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WGN	(N/T)	1054/ 8.3	10.7	9.3	9.1	9.5	9.4	1169/12889	10980/16.3	24.2	17.5		7.3	886	8440	WGN
2. WGCI-F	(B)	909/ 7.2	7.3	6.7	6.2	7.4	6.8	913/9852	9744/14.4	15.0	15.1		10.4	1250	12123	WGCI-F
3. WVAZ-F	(B)	672/ 5.3	5.1	4.9	4.7	6.0	5.0	679/7533	7411/11.0	10.5	11.5		5.1	615	6710	WVAZ-F
4. WBBM	(N/T)	567/ 4.5	4.9	5.5	5.3	4.8	5.1	622/13223	11788/17.5	18.3	17.0		3.9	474	8648	WBBM
5. WBBM-F	(CHR)	560/ 4.4	4.0	3.6	4.1	3.8	4.0	566/9962	9721/14.4	15.0	15.5		7.3	886	12085	WBBM-F
6. WXEZ-AF	(EZ)	535/ 4.2	3.7	4.1	4.5	5.2	4.1	549/7032	6788/10.1	9.3	11.1		3.6	233	2692	WXEZ-AF
7. WLUP-F	(AOR)	505/ 4.0	4.1	4.4	4.8	4.8	4.3	528/9187	8781/13.0	13.0	13.0		5.6	374	3567	WLUP-F
8. WCKG-F	(CL AOR)	481/ 3.8	3.4	3.8	4.1	4.0	3.8	519/8463	7863/11.7	12.0	11.4		4.4	536	6869	WCKG-F
9. WTMX-F	(AC)	444/ 3.5	3.1	2.6	2.6	2.7	2.9	453/6861	6603/ 9.8	8.5	8.2		2.9	347	4524	WTMX-F
10. WUSN-F	(C)	443/ 3.5	3.5	3.7	2.7	3.4	3.3	454/5939	5759/ 8.5	8.7	8.0		3.2	384	4390	WUSN-F
11. WLUP	(T)	410/ 3.2	3.7	3.5	2.5	3.1	3.2	453/5476	5058/ 7.5	7.7	7.6		3.1	374	3657	WLUP
12. WJMK-F	(O)	390/ 3.1	3.1	3.5	2.8	3.4	3.1	424/8098	7317/10.8	11.3	11.9		2.7	331	5691	WJMK-F
13. WKQX-F	(AC)	377/ 3.0	3.1	4.4	4.0	3.1	3.6	387/7999	7730/11.5	12.0	11.7		3.5	424	8561	WKQX-F
14. WJJD	(BB)	347/ 2.7	3.2	2.6	3.0	2.7	2.9	361/5103	4869/ 7.2	6.9	6.2		2.7	331	3591	WJJD
15. WLIT-F	(AC)	341/ 2.7	2.8	2.0	3.0	3.6	2.6	353/5634	5453/ 8.1	7.1	9.3		1.7	202	3180	WLIT-F
16. WNUA-F	(J/NA)	338/ 2.7	2.3	2.1	2.3	1.3	2.3	339/5522	5344/ 7.9	7.1	5.5		2.9	350	5609	WNUA-F
17. WOJO-F	(SP)	324/ 2.5	1.2	1.9	1.7	1.6	1.8	324/2612	2612/ 3.9	3.0	3.1		1.0	120	1672	WOJO-F
18. WXRT-F	(AOR)	318/ 2.5	3.4	2.3	2.7	2.7	2.7	335/4743	4482/ 6.6	7.8	6.6		3.2	388	5015	WXRT-F
19. WYTZ-F	(CHR)	316/ 2.5	3.8	3.7	4.4	3.6	3.6	346/7606	7250/10.7	13.4	13.8		3.6	429	9616	WYTZ-F
20. WMAQ	(C)	280/ 2.2	2.1	1.8	1.8	1.6	2.0	309/8593	7449/11.0	10.5	7.4		2.2	266	5886	WMAQ
21. WLS	(T)	248/ 2.0	1.4	1.4	1.6	1.6	1.6	310/5314	3950/ 5.9	4.7	5.8		2.0	242	3849	WLS
22. WFYR-F	(SAC)	222/ 1.7	1.8	1.6	2.0	1.9	1.8	235/5325	5054/ 7.5	7.8	8.2		1.8	216	4050	WFYR-F
23. WFMT-F	(CL)	207/ 1.6	1.1	1.3	1.4	1.2	1.4	209/3401	3345/ 5.0	4.7	4.6		1.6	199	3422	WFMT-F
24. WVON	(B)	184/ 1.4	0.8	1.0	0.9	0.9	1.0	184/887	887/ 1.3	1.4	1.2		0.4	53	852	WVON
25. WNIB-F	(CL)	148/ 1.2	1.8	1.3	1.2	1.3	1.4	152/3545	3501/ 5.2	5.2	4.6		1.3	154	3725	WNIB-F
26. WIND	(SP)	140/ 1.1	1.2	1.4	1.0	0.5	1.0	140/1665	1665/ 2.5	2.3	1.8		0.9	108	1720	WIND
27.																
28.																
29.																
30.																

12+ FM SHARE (METRO): 69.18% (7875 of 11384) (WIN 89: 65.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBBM-F<	1 WGCI-F>	1 WGCI-F	1 WVAZ-F	1 WVAZ-F	1 WGN >>	1 WGN >	1 WGN	1 WGCI-F	1 WGCI-F>	1 WGN >
2 WGCI-F	2 WLUP-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WBBM	2 WGCI-F	2 WXEZ-AF	2 WGN	2 WBBM-F	2 WVAZ-F
3 WYTZ-F	3 WVAZ-F<	3 WLUP-F	3 WLUP	3 WGN <	3 WXEZ-AF>	3 WBBM	WTMX-F	3 WLUP	3 WVAZ-F	3 WBBM
4	4 WCKG-F	4 WCKG-F	4 WLUP-F<	4 WLUP	4 WJJD	4 WLUP-F	4 WVAZ-F<	4 WVAZ-F	4 WGN	4 WGCI-F>
5	5 WLUP <	5 WLUP	5 WJMK-F	5 WJMK-F<	5 WVAZ-F<	5 WBBM-F<	5 WGCI-F	5 WXEZ-AF	5 WBBM	5 WLS
6	6 WBBM-F	6 WTMX-F	WCKG-F	6 WTMX-F<	6 WUSN-F	6 WVAZ-F	6 WUSN-F	WCKG-F<	6 WCKG-F	6 WMAQ
7	7 WXRT-F	7 WBBM-F	7 WTMX-F<	7 WLUP-F<	7 WJMK-F	7 WKQX-F<	WCKG-F	7 WBBM-F	7 WYTZ-F	7 WBBM-F
8	8 WTMX-F	8 WKQX-F	8 WGN	8 WCKG-F	8 WMAQ <	8 WXEZ-AF	8 WLIT-F	8 WTMX-F	8 WOJO-F	8 WJJD
9	9 WOJO-F	WJMK-F<	9 WKQX-F	9 WUSN-F<	9 WNUA-F	9 WUSN-F	9 WLVP-F	9 WLUP-F	9 WVON	9
10	WKQX-F	10 WXRT-F	10 WNUA-F	10 WXEZ-AF	10 WLS	WMAQ	10 WLUP-F	10 WJMK-F	WLS	10
				WKQX-F	WGCI-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F>	1 WGCI-F>	1 WGCI-F<	1 WGCI-F	1 WVAZ-F
2 WBBM-F>	2 WVAZ-F	2 WVAZ-F>	2 WVAZ-F>	2 WGCI-F>
3 WLUP-F	3 WTMX-F	3 WTMX-F	3 WTMX-F	3 WTMX-F<
4 WVAZ-F<	WBBM-F	4 WKQX-F	4 WBBM-F	4 WGN
5 WOJO-F<	5 WLUP-F	5 WLUP	5 WLIT-F	5 WLIT-F
6 WTMX-F	6 WKQX-F<	6 WLUP-F	6 WKQX-F	6 WXEZ-AF<
7 WCKG-F	7 WOJO-F	7 WOJO-F	7 WOJO-F	7 WJMK-F
8 WKQX-F<	8 WCKG-F	8 WCKG-F<	8 WLUP-F<	8 WKQX-F
9 WXRT-F<	9 WLIT-F	9 WLIT-F	9 WUSN-F	9 WUSN-F
10 WLIT-F	10 WXRT-F	10 WBBM-F	10 WGN	10 WLUP

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F	1 WLUP-F	1 WLUP-F	1 WLUP-F<	1 WLUP
2 WLUP-F	2 WGCI-F	2 WLUP	2 WCKG-F	WCKG-F<
3 WCKG-F<	3 WCKG-F	3 WCKG-F	3 WGCI-F	3 WLUP-F<
4 WBBM-F	4 WLUP	4 WGCI-F<	4 WLUP	4 WVAZ-F
5 WXRT-F>	5 WXRT-F	5 WVAZ-F>	5 WVAZ-F	5 WJMK-F<
6 WLUP	WVAZ-F	6 WXRT-F	6 WXRT-F	6 WGCI-F<
7 WYTZ-F	7 WBBM-F>	7 WJMK-F	7 WJMK-F	7 WGN
8 WKQX-F	8 WJMK-F	8 WOJO-F	8 WGN	8 WBBM
9 WTMX-F	9 WOJO-F	9 WBBM	9 WTMX-F	9 WNUA-F<
10 WVAZ-F	WKQX-F	10 WFYR-F	WKQX-F	10 WUSN-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WABT-F	103.9	Dundee/Chicago	0.4/1.4/ 57/ 935
WBUS-F	99.9	Kankakee/Joliet	0.4/1.9/ 89/1942
WGCI	1390	CHICAGO	0.4/2.0/ 51/1359
WJOL	1340	Joliet	0.3/0.7/ 43/ 458
WJPC	950	CHICAGO	0.1/0.7/ 8/ 511
WLNR-F	106.3	LANSING/CHICAGO	0.7/2.0/ 87/1356
WOPA	1200	Chicago	0.3/0.9/ 40/ 605
WTAQ	1300	LA GRANGE	0.5/1.1/ 58/ 763
WXLC-F	102.3	Waukegan	0.4/1.2/ 45/ 807
WYCA-F	92.3	HAMMOND	0.4/1.5/ 57/1030
WYLL-F	106.7	DES PLAINES/CHI	0.3/1.1/ 39/ 760
WYSY-F	107.9	AURORA	0.8/2.4/117/1938

RADIO STATIONS

WBBM	780	50 KW	NEWS	CBS	$ 235.00	(CBS)	CBS
WGCI	1390	5 KW (DA-2)	BLACK		$ N/A	(Mc-Guild)	Gannett
WGN	720	50 KW	TALK/VARIETY	ABC 1	$ 300.00	(Christal)	Tribune Co.
WIND	560	5 KW (DA-2)	HISPANIC		$ 75.00	(Katz Hisp)	Tichenor
WJJD	1160	50 KW/4 KW (DA-2)	NOSTALGIA	US 2	$ 125.00	(Katz)	Infinity
WJPC	950	1 KW/5 KW (DA-N)	TALK	NBN	$ 45.00	(---)	Douglas

WLS	890	50 KW	AC/TALK	ABC C	$ 105.00	(Banner)	
WLUP	1000	50 KW (DA-2)	TALK/AOR		$ 115.00	(MMR)	Evergreen
WMAQ	670	50 KW	NEWS	NBC APR	$ 125.00	(Group W)	Westinghouse
WVON	1450	1 KW	BLACK TALK	MBS	$ 50.00	(Roslin)	
WXEZ	820	5 KW/1 KW (DA-N)	BTFL/EZ	MBS	$ N/A	(Republic)	Century

FM STATIONS

WBBM	96.3	6.2 KW @ 1174	CHR	RADRAD	$ 140.00	(CBS)	CBS
WCKG	105.9	4.2 KW @ 1575	CLASSIC AOR		$ 150.00	(Katz)	Cox
WFMT	98.7	16 KW @ 1167	CLASSICAL		$ 120.00	(HNWH)	
WFYR	103.5	4 KW @ 1548	SOFT AC		$ 124.00	(Republic)	Summit
WGCI	107.5	33 KW @ 600	BLACK		$ 200.00	(Mc-Guild)	Gannett
WJMK	104.3	4 KW @ 1575	OLDIES	US 2	$ 170.00	(Katz)	Infinity
WKQX	101.1	6 KW @ 1170	AC/CONTEMPORARY	SOURCE	$ 165.00	(HNWH)	Emmis
WLIT	93.9	5 KW @ 1581	SOFT AC		$ 172.00	(Christal)	Viacom

WLUP	97.9	6 KW @ 1174	CHR		$ 200.00	(MMR)	Evergreen
WNIB	97.1	8 KW @ 1196	CLASSICAL		$ 100.00	(CMBS)	
WNUA	95.5	8 KW @ 1170	JAZZ/NAC		$ 125.00	(Durpetti)	Pyramid
WOJO	105.1	6 KW @ 1174	HISPANIC		$ 98.00	(Katz Hisp.)	Tichenor
WTMX	101.9	4 KW @ 1560	AC		$ 163.00	(Mc-Guild)	Bonneville
WUSN	99.5	6 KW @ 1170	COUNTRY	US 2	$ 160.00	(MMR)	Cook Inlet
WVAZ	102.7	6 KW @ 1170	BLACK AC	ABC F	$ 140.00	(Durpetti)	Broadcasting Partners
WXEZ	100.3	6 KW @ 1167	BTFL/EZ	MBS	$ 175.00	(Republic)	Century
WXRT	93.1	7 KW @ 1310	AOR		$ 153.00	(CBS)	
WYTZ	94.7	4 KW @ 1535	CHR	ABC R	$ 158.00	(Banner)	Cap Cities/ABC

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200

MSA Rank/Pop: 31/1,427,200
ADI # 30
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 24/21
Diaries: 1414/837:1/62.5%
Sample Target: 1340
% Below Line: 1.6
% Not Listed: 9.9

1989 Revenue: $55,000,000
HH Inc.: $29,445
Retail $: 12.3 Bil
Pop per Station: 56,342
#1 Biller: WLW $12,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WLW	(MOR)	189/ 9.7	8.4	13.4	12.0	8.8	10.9	268/4215	2951/24.9	23.4	26.3	9.0	195	2295	WLW
2. WKRQ-F	(CHR)	185/ 9.5	10.5	9.7	10.6	9.4	10.1	280/4208	2836/24.0	25.5	24.2	11.3	245	2964	WKRQ-F
3. WEBN-F	(AOR)	176/ 9.0	10.3	11.9	10.2	11.9	10.4	242/3415	2478/20.9	22.7	25.0	13.1	284	3984	WEBN-F
4. WWEZ-F	(EZ)	134/ 6.9	8.6	5.6	7.1	9.2	7.1	163/2143	1669/14.1	16.3	15.4	5.8	126	1385	WWEZ-F
5. WIZF-F	(B)	128/ 6.6	5.9	4.4	4.0	3.5	5.2	132/1227	1152/ 9.7	8.8	7.7	9.4	203	1331	WIZF-F
6. WWNK-F	(AC)	114/ 5.8	5.7	5.6	6.2	6.6	5.8	141/2447	1916/16.2	14.4	16.0	4.6	99	1427	WWNK-F
7. WGRR-F	(O)	107/ 5.5	5.9	4.4	4.0	3.5	4.9	142/2085	1499/12.7	8.8	7.7	7.2	156	1776	WGRR-F
8. WRRM-F	(AC)	101/ 5.2	4.7	5.3	6.1	5.3	5.3	113/1828	1587/13.4	12.2	14.2	3.7	80	1325	WRRM-F
9. WUBE-F	(C)	98/ 5.0	5.2	5.3	4.8	4.6	5.1	154/1987	1198/10.1	10.5	12.0	5.7	123	1262	WUBE-F
WKRC	(MOR)	98/ 5.0	6.1	4.1	5.0	6.6	5.1	114/1939	1560/13.2	19.9	19.2	5.4	117	1562	WKRC
11. WOFX-F	(O)	96/ 4.9	5.4	5.9	6.0	4.6	5.6	125/2115	1619/13.7	15.9	13.4	5.3	114	1472	WOFX-F
12. WCKY	(T)	94/ 4.8	4.8	3.0	3.8	4.9	4.1	97/1505	1280/10.8	11.7	11.1	3.8	82	1231	WCKY
13. WMLX	(BB)	66/ 3.4	3.0	1.8	1.9	0.9	2.5	70/403	385/ 3.3	3.5	2.0	0.8	17	200	WMLX
14. WBVE-F	(C)	37/ 1.9	2.5	2.5	2.8	2.7	2.4	76/1256	633/ 5.3	7.3	7.7	3.0	64	613	WBVE-F
15. WSAI	(AC)	29/ 1.5	1.2	1.4	1.2	1.6	1.3	30/757	601/ 5.1	4.1	5.3	0.8	17	424	WSAI

12+ FM SHARE (METRO): 71.16% (1251 of 1758) (WIN 89: 72.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F>	1 WEBN-F	1 WEBN-F	1 WLW	1 WLW	1 WLW >	1 WEBN-F	1 WKRQ-F<	1 WLW	1 WCKY
2 WIZF-F>	2 WKRQ-F>	2 WKRQ-F	2 WGRR-F	2 WEBN-F	2 WWEZ-F>	2 WKRQ-F	2 WWNK-F<	2 WLW <	2 WKRQ-F	2 WIZF-F
3 WEBN-F	3 WWNK-F<	3 WWNK-F	3 WLW <	3 WGRR-F<	3 WCKY <	WKRC	3 WWEZ-F	3 WEBN-F>	3 WEBN-F<	3 WLW
4	4 WOFX-F	WGRR-F	4 WRRM-F<	4 WRRM-F	4 WKRC	WEBN-F	WLW	4 WWEZ-F	4 WIZF-F>	WEBN-F>>
5	5 WIZF-F<	5 WOFX-F	5 WWNK-F<	5 WWNK-F<	5 WUBE-F	5 WCKY	5 WRRM-F	5 WIZF-F<	5 WCKY	5 WKRQ-F
6	6 WRRM-F	WIZF-F<	6 WOFX-F	6 WOFX-F	6 WMLX <	6 WUBE-F	6 WKRQ-F	6 WWNK-F<	6	6
7	7 WGRR-F	7 WRRM-F<	7 WIZF-F<	7 WUBE-F<	7 WGRR-F	7 WWNK-F	7 WGRR-F	7 WOFX-F	7	7
8	8	8 WLW	8 WKRQ-F	8 WIZF-F	8	WWEZ-F	8 WOFX-F	8	8	8
9	9	9	9 WUBE-F	9 WKRQ-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKRQ-F>	1 WKRQ-F>	1 WRRM-F	1 WKRQ-F	1 WRRM-F
2 WEBN-F>	2 WEBN-F	2 WKRQ-F	2 WRRM-F	2 WWNK-F
3 WWNK-F	3 WRRM-F	3 WEBN-F	3 WWNK-F<	3 WKRQ-F
4 WIZF-F>	4 WWNK-F	4 WWNK-F<	4 WIZF-F<	4 WIZF-F
5 WRRM-F	5 WIZF-F	5 WOFX-F	5 WEBN-F	5 WGRR-F
6 WGRR-F>	6 WOFX-F	6 WIZF-F>	6 WGRR-F	6 WEBN-F
7 WUBE-F>	7 WGRR-F	7 WGRR-F>	7 WUBE-F	7 WUBE-F<
8 WOFX-F>	8	8 WUBE-F	8 WOFX-F	8 WLW <
9	9	WLW	9	9 WOFX-F
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WLW
2 WKRQ-F>	2 WOFX-F>	2 WOFX-F	2 WLW <	2 WEBN-F>
3 WOFX-F	3 WWNK-F	3 WLW	3 WOFX-F	3 WOFX-F
4 WIZF-F	WLW	4 WWNK-F	4 WGRR-F>	WGRR-F
5 WWNK-F	5 WKRQ-F	5 WIZF-F	5 WWNK-F<	5 WUBE-F
WGRR-F>	6 WIZF-F	WGRR-F>	6 WKRQ-F	6 WWNK-F
7 WLW	7 WGRR-F	7 WUBE-F	7 WUBE-F	7 WRRM-F
8 WKRC	8	8 WRRM-F	8	8
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAKW-F	93.3	Cincinnati	1.0/3.3/ 33/ 635
WCNW	1560	Fairfield/Cinci	0.5/0.7/ 10/ 165
WNOP	740	Newport	0.7/1.5/ 13/ 178
WRBZ-F	107.1	Milford	0.8/3.1/ 16/ 381
WSCH-F	99.3	Aurora	0.4/1.0/ 14/ 159
WTSJ	1050	Cincinnati	0.5/1.3/ 9/ 165
WGTZ-F	92.9	Eaton	0.4/1.7/ 37/ 948
WPFB-F	105.9	Middletown	0.7/1.1/ 22/ 334
WTUE-F	104.7	Dayton	0.6/2.3/ 40/ 866

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	CLASSICAL	,	$ 25.00	(CMBS)	
WCKY,	1530,	50 KW (DA-N)	, NEWS/TALK	CBS, NBC,	$ 62.00	(CBS)	Federated
WUBE,	1230,	1 KW	, COUNTRY	NBC, US 2,	$ 25.00	(Christal)	American
WKRC,	500,	5 KW/1 KW (DA-2)	, MOR	ABC E,	$ 90.00	(Katz)	Great American
WLW ,	700,	50 KW	, MOR	ABC I,	$ 95.00	(Eastman)	Jacor
WMLX,	1180,	1 KW (DAYS, DA)	, NOSTALGIA	SMN,	$ 29.00	(---)	(FLORENCE, KY)
WNOP,	740,	1 KW (DAYS, DA)	, JAZZ/VARIETY	,	$ 20.00	(---)	(NEWPORT, KY)
WSAI,	1360,	5 KW (DA-N)	, OLDIES	,	$ 28.00	(MMR)	Booth

FM STATIONS

WGGR,	103.5,	19 KW @ 790,	OLDIES	,	$ 59.00	(Republic)	Dalton
WBVE,	96.5,	19 KW @ 810,	COUNTRY	ABC D,	$ 46.00	(Eastman)	(HAMILTON)
WEBN,	102.7,	15 KW @ 810,	AOR	,	$ 115.00	(Eastman)	Jacor
WIZF,	100.9,	1 KW @ 466,	BLACK	ABC C,	$ 33.00	(HNWH)	Interurban (ERLANGER, KY)
WKRQ,	101.9,	23 KW @ 690,	CHR	ABC F,	$ 105.00	(Katz)	Great American
WOFX,	94.9,	27 KW @ 650,	OLDIES	MBS,	$ 66.00	(MMR)	Hoker (FAIRFIELD)
WRBZ,	107.1,	3 KW @ 300,	JAZZ/NAC	,	$ 33.00	(K & P)	(MILFORD)
WRRM,	98.5,	18 KW @ 810,	AC	,	$ 84.00	(Christal)	Susquehanna
WUBE,	105.1,	14 KW @ 920,	COUNTRY	,	$ 75.00	(Christal)	American
WWEZ,	92.5,	11 KW @ 905,	BTFL/EZ	,	$ 70.00	(CBS)	Federated
WWNK,	94.1,	32 KW @ 550,	AC	,	$ 65.00	(MMR)	Booth

CALL LETTER CHANGES

WBLZ-F changes to WGRR-F as of January

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - Soft Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200

MSA Rank/Pop: 24/1,843,700
ADI # 10
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 28/23
Diaries: 1823/967:1/56.0%
Sample Target: 1640
% Below Line: 3.0
% Not Listed: 9.2

1989 Revenue: $51,500,000
HH Inc.: $29,425
Retail $: 14.2 Bil
Pop per Station: 76,660
#1 Biller: WMMS-F $8,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WLTF-F (AC)	299/ 9.0	7.9	8.8	9.0	7.3	8.7	372/5208	3765/21.4	20.0	19.5		8.4	251	3476	WLTF-F
2. WMMS-F (AOR)	282/ 8.5	8.2	7.6	10.7	10.2	8.8	413/5988	3852/21.8	22.2	26.9		9.7	291	4066	WMMS-F
3. WQAL-F (AC)	269/ 8.1	5.9	7.0	6.9	9.7	7.0	301/3238	2749/15.6	14.5	16.5		5.0	149	2145	WQAL-F
4. WMJI-F (AC)	247/ 7.4	6.8	9.0	6.9	6.3	7.5	293/4432	3361/19.1	18.8	17.6		6.7	199	3118	WMJI-F
5. WDOK-F (SAC)	236/ 7.1	8.5	5.6	6.6	6.2	6.9	303/4333	3253/18.4	20.7	15.1		4.9	145	2564	WDOK-F
6. WZAK-F (B)	219/ 6.6	7.2	6.4	6.4	7.2	6.7	238/2750	2360/13.4	13.2	13.0		11.0	328	3355	WZAK-F
7. WGAR-F (C)	172/ 5.2	4.9	4.4	5.5	5.1	5.0	222/3203	2258/12.8	12.3	10.2		5.5	164	1570	WGAR-F
8. WNCX-F (CL AOR)	162/ 4.9	6.1	7.6	7.3	5.1	6.5	214/3610	2643/15.0	14.8	14.2		6.2	185	2234	WNCX-F
9. WRMR (BB)	148/ 4.5	4.8	4.4	4.5	4.5	4.6	169/1938	1631/ 9.3	9.7	11.8		3.0	91	981	WRMR
WPHR-F (CHR)	148/ 4.5	5.4	5.6	3.4	3.8	4.7	206/3979	2531/14.4	15.7	12.9		6.0	179	2235	WPHR-F
11. WWWE (N/T)	132/ 4.0	4.6	5.5	4.6	4.6	4.7	173/3498	2386/13.5	17.2	12.7		4.6	137	2211	WWWE
12. WJMO-F (B)	96/ 2.9	2.6	2.3	1.9	1.4	2.4	99/1984	1888/10.7	6.4	4.8		3.1	94	2071	WJMO-F
13. WERE (N/T)	94/ 2.8	2.4	2.5	2.6	3.4	2.6	97/1586	1489/ 8.4	9.1	9.4		2.0	61	1139	WERE
14. WCLV-F (CL)	93/ 2.8	2.6	1.6	2.1	3.0	2.3	100/1339	1248/ 7.1	7.0	7.6		1.7	52	978	WCLV-F
15. WJMO (B)	82/ 2.5	2.6	2.3	1.9	1.4	2.3	82/1052	1022/ 5.8	6.4	4.8		1.0	94	1063	WJMO
16. WNWV-F (J/NAC)	64/ 1.9	2.1	2.9	2.4	2.7	2.3	79/1639	1197/ 6.8	8.0	7.8		4.9	145	1582	WNWV-F
WABQ (R/G)	64/ 1.9	1.2	1.8	0.9	0.4	1.5	64/643	643/ 3.6	2.4	1.4		0.4	12	271	WABQ

12+ FM SHARE (METRO): 78.95% (2381 of 3016) (WIN 89: 80.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F	1 WMMS-F>	1 WLTF-F<	1 WLTF-F	1 WLTF-F	1 WQAL-F>	1 WMMS-F>	1 WDOK-F	1 WMMS-F	1 WZAK-F>	1 WZAK-F>>
2 WZAK-F>>	2 WLTF-F	2 WMMS-F	2 WMJI-F	2 WMJI-F	2 WDOK-F	2 WMJI-F<	2 WQAL-F	2 WMJI-F	2 WLTF-F	2 WQAL-F>>
3 WMMS-F	3 WZAK-F	3 WMJI-F	3 WMMS-F	3 WDOK-F	3 WRMR	3 WLTF-F<	3 WMMS-F<	WLTF-F	3 WPHR-F	3 WERE
4 WJMO-F	4 WNCX-F>	4 WDOK-F<	4 WDOK-F>	4 WMMS-F>	WLTF-F	4 WQAL-F	4 WMJI-F	4 WQAL-F	4 WMMS-F<	4 WWWE
5	5 WPHR-F	5 WZAK-F	5 WNCX-F	5 WQAL-F	5 WGAR-F<	5 WDOK-F	WLTF-F>	5 WDOK-F	5 WMJI-F<	5 WDOK-F
6	6 WDOK-F	6 WNCX-F>	6 WZAK-F<	WNCX-F<	6 WMJI-F	6 WZAK-F<	6 WGAR-F<	6 WZAK-F<	6 WJMO-F	6 WLTF-F
7	7	7 WGAR-F	7 WGAR-F	7 WGAR-F	7 WWWE	7 WWWE	7 WNCX-F	7 WNCX-F	7 WNCX-F	7
8	8	8	8	8 WZAK-F	8	8 WGAR-F	8	8 WPHR-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPHR-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F>	1 WLTF-F
2 WLTF-F	2 WMMS-F	2 WMMS-F	2 WMMS-F<	2 WDOK-F>
3 WZAK-F<	3 WZAK-F>	3 WZAK-F>	3 WDOK-F<	3 WMMS-F
4 WMMS-F>>	4 WPHR-F	4 WDOK-F	4 WZAK-F>	4 WZAK-F<
5 WJMO-F	5 WDOK-F	5 WMJI-F	5 WMJI-F	5 WQAL-F<
6 WDOK-F	6 WJMO-F<	6 WJMO-F>	6 WPHR-F	6 WMJI-F
7 WMJI-F	7 WMJI-F	7 WJMO	7 WQAL-F<	7
8 WNCX-F>	8	WGAR-F	8 WGAR-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMS-F>>	1 WMMS-F	1 WMMS-F<	1 WMMS-F<	1 WMJI-F>
2 WNCX-F	2 WNCX-F>	2 WNCX-F<	2 WMJI-F	2 WMMS-F<
3 WZAK-F>	3 WMJI-F	3 WMJI-F>	3 WNCX-F	3 WNCX-F
4 WPHR-F>	4 WZAK-F	4 WLTF-F	4 WLTF-F>	4 WLTF-F
5 WLTF-F>	5 WLTF-F	5 WZAK-F	5 WDOK-F<	5 WDOK-F
6 WMJI-F	6	6 WJMO-F	6 WZAK-F	6 WGAR-F
WJMO-F	7	7 WDOK-F	7 WGAR-F	7
8 WNWV-F>	8	8 WWWE >	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WCCD	1000	Parma	0.3/0.7/ 10/ 130
WEOL	930	Elyria	0.6/1.8/ 21/ 314
WGAR	1220	Cleveland	1.0/4.1/ 42/ 960
WHK	1420	Cleveland	0.8/4.5/ 25/ 864
WRKG	1380	Lorain	0.4/0.7/ 13/ 116
WZLE-F	104.9	Lorain	0.3/1.1/ 9/ 218
CKLW	800	Windsor	0.4/2.0/ 31/ 655
WKDD-F	96.5	Akron/Canton	0.7/4.5/156/3362
WONE-F	97.5	Akron/Cleveland	0.7/4.4/166/2537
WQMX-F	94.9	Medina/Akron	0.8/2.0/ 94/1209
WREO-F	97.1	Ashtabula	0.4/0.7/ 24/ 388

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (DAYS)	, RELIGION	NBN,	$ 20.00	(---)	
WERE,	1300,	5 KW (DA-1)	, TALK	MBS,	$ 52.00	(Banner)	Metroplex
WGAR,	1220,	50 KW (DA-N)	, COUNTRY	ABC E,	$ N/A	(HNWH)	Nationwide
WHK ,	1420,	5 KW (DA-N)	, BUSINESS NEWS	NBC, TALKNT,	$ 37.00	(Katz)	Malrite
WJMO,	1490,	1 KW	, BLACK	NBN, SBN,	$ 34.00	(MMR)	United
WRMR,	850,	10 KW/5 KW (DA-2)	, NOSTALGIA	APR,	$ 41.00	(Christal)	
WWWE,	1100,	50 KW	, NEWS/TALK	ABC I, CNN,	$ 80.00	(Eastman)	Booth

FM STATIONS

WCLV,	95.5,	31 KW @ 625,	CLASSICAL	,	$ 59.00	(HNWH)		
WDOK,	102.1,	12 KW @ 850,	SOFT AC	,	$ 78.00	(Republic)		
WGAR,	99.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 84.00	(HNWH)	Nationwide	
WLTF,	106.5,	11 KW @ 1060,	AC	APR,	$ 117.00	(Christal)	Booth	
WMJI,	105.7,	27 KW @ 900,	AC	,	$ 105.00	(Eastman)	Jacor	
WMMS,	100.7,	34 KW @ 600,	AOR	SOURCE, NBC,	$ 165.00	(Katz)	Malrite	
WNCX,	98.5,	16 KW @ 960,	CLASSIC AOR	ABC F, RADRAD,	$ 75.00	(Banner)	Metroplex	
WNWV,	107.3,	50 KW @ 466,	JAZZ/NAC	SMN,	$ 58.00	(Torbet)		(ELYRIA)
WPHR,	107.9	70 KW @ 385,	CHR	SOURCF, US 1,	$ 57.00	(Republic)	Ardman	
WQAL,	104.1,	11 KW @ 1060,	AC	,	$ 102.00	(Christal)	ML/WIN	
WZAK,	93.1,	27 KW @ 620,	BLACK	RADRAD,	$ 81.00	(Durpetti)	Zapis	

MISCELLANEOUS COMMENTS: WRQC-F changes calls to WJMO-F as of January 1990

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200

MSA Rank/Pop: 35/1,320,300
ADI # 34
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 23/21
Diaries: 1429/774:1/59.8%
Sample Target: 1300
% Below Line: 1.6
% Not Listed: 10.7

1989 Revenue: $42,000,000
HH Inc.: $27,661
Retail $: 10.0 Bil
Pop per Station: 52,676
#1 Biller: WNCI-F $8,100,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WNCI-F	(CHR)	281/15.2	13.9	13.7	16.0	13.6	14.7	370/4679	3498/31.6	29.4	29.8		14.0	278	3148	WNCI-F
2. WSNY-F	(AC)	186/10.0	10.3	10.6	10.8	10.3	10.4	199/2750	2553/23.1	26.0	21.9		9.7	193	2227	WSNY-F
3. WTVN	(MOR)	170/ 9.2	9.7	7.1	7.0	6.8	8.3	196/2625	2048/18.5	17.2	16.8		6.2	123	1572	WTVN
4. WLVQ-F	(AOR)	141/ 7.6	5.8	7.3	9.6	9.1	7.6	173/2591	2156/19.5	17.4	20.0		8.1	161	2311	WLVQ-F
5. WBNS-F	(EZ)	122/ 6.6	6.5	7.2	7.6	8.0	7.0	142/2000	1696/15.3	13.7	15.6		3.8	76	1235	WBNS-F
6. WXGT-F	(CHR)	115/ 6.2	8.5	7.6	5.4	6.5	6.9	152/2476	1790/16.2	19.4	21.8		9.4	186	2378	WXGT-F
7. WHOK-F	(C)	111/ 6.0	6.0	5.6	5.6	6.6	5.8	172/2117	1345/12.2	11.7	14.2		7.4	147	1471	WHOK-F
8. WVKO	(B)	91/ 4.9	3.6	4.7	3.9	4.4	4.3	91/908	908/ 8.2	7.5	6.0		6.4	126	1112	WVKO
9. WMGG-F	(CL AOR)	75/ 4.1	4.7	5.1	5.2	4.1	4.8	98/1630	1275/11.5	14.4	12.7		5.2	104	1739	WMGG-F
10. WMNI	(C)	43/ 2.3	2.8	2.5	2.6	2.7	2.5	43/547	509/ 4.6	5.6	5.2		2.0	40	442	WMNI
11. WBBY-F	(J)	42/ 2.3	1.6	1.6	2.1	1.5	1.9	49/814	708/ 6.4	5.6	5.9		1.5	30	887	WBBY-F
12. WCOL	(BB)	38/ 2.1	2.3	2.8	1.9	3.5	2.3	39/592	568/ 5.1	5.3	6.8		1.2	23	459	WCOL
13. WCKX-F	(B)	36/ 1.9	1.1	1.6	1.0	2.1	1.4	36/579	569/ 5.1	4.7	4.4		3.4	68	893	WCKX-F
14. WXLE-F	(O)	33/ 1.8	2.3	1.5	2.0	2.6	1.9	40/848	736/ 6.7	7.9	8.7		1.6	32	471	WXLE-F
15. WXMX-F	(SAC)	31/ 1.7	1.6	1.8	----	----	1.3	32/778	721/ 6.5	5.3	0.0	-	1.6	32	449	WXMX-F

12+ FM SHARE (METRO): 74.47% (1231 of 1653) (WIN 89: 73.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F>>	1 WNCI-F	1 WNCI-F>	1 WSNY-F<	1 WSNY-F	1 WTVN >	1 WNCI-F>	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WBNS-F>>
2 WXGT-F>	2 WLVQ-F>	2 WSNY-F	2 WNCI-F>	2 WNCI-F>	2 WBNS-F	2 WTVN	2 WSNY-F	2 WSNY-F	2 WSNY-F	2 WTVN
3 WVKO	3 WSNY-F<	3 WLVQ-F>	3 WLVQ-F<	3 WTVN	3 WSNY-F	3 WSNY-F	3 WTVN	3 WTVN	3 WXGT-F>	3 WNCI-F
4 WCKX-F	4 WXGT-F>	4 WXGT-F	4 WTVN >	4 WLVQ-F	4 WHOK-F	4 WLVQ-F>	4 WLVQ-F<	4 WLVQ-F	4 WTVN <	4 WHOK-F<
5	5 WMGG-F	5 WTVN	5 WHOK-F	5 WHOK-F	5 WNCI-F	5 WBNS-F	5 WBNS-F	5 WBNS-F<	5 WLVQ-F	5 WSNY-F
6	6	6	6 WVKO	6 WBNS-F	6	6 WXGT-F	6 WHOK-F	6 WXGT-F	6 WBNS-F	WLVQ-F
7	7	7	WBNS-F	7	7	7 WHOK-F	7	7	7	7 WXGT-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>>	1 WNCI-F>>	1 WNCI-F	1 WNCI-F	1 WSNY-F	1 WXGT-F	1 WLVQ-F	1 WLVQ-F>>	1 WLVQ-F	1 WLVQ-F
2 WSNY-F	2 WLVQ-F	2 WSNY-F>	2 WSNY-F>>	WNCI-F>	2 WNCI-F	2 WNCI-F	2 WNCI-F>	2 WNCI-F>	2 WSNY-F
3 WLVQ-F	3 WXGT-F	3 WVKO	3 WVKO	3 WTVN	3 WLVQ-F>	3 WXGT-F>	3 WSNY-F>	3 WSNY-F	3 WTVN <
4 WXGT-F>	WVKO	WLVQ-F	4 WLVQ-F<	4 WVKO	4 WMGG-F>>	4 WMGG-F	4 WXGT-F	4 WXGT-F	4 WNCI-F
5 WVKO	5 WMGG-F	5 WMGG-F>	5 WTVN	5 WHOK-F	5 WSNY-F	5 WSNY-F	5 WMGG-F	5 WTVN	5 WHOK-F
6 WHOK-F	6	6 WXGT-F	6	6	WHOK-F>>	6	6 WTVN	6 WHOK-F	6 WBNS-F
WCKX-F>	7	7	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/CUME RTG/ TSA AQH/TSA CUME
WBNS	1460	Columbus	1.5/6.9/ 27/ 796
WCLT	1430	Newark	0.3/0.8/ 6/ 103
WCLT-F	100.3	Newark	1.5/2.9/ 45/ 516
WHTH	790	Heath	0.7/1.0/ 19/ 154
WRFD	880	Columbus/Wrthgt	0.6/2.3/ 21/ 416
WSWZ-F	103.5	Lancaster	1.3/3.0/ 28/ 415
WHIZ-F	102.5	Zanesville	0.4/0.7/ 41/ 450
WLW	700	Cincinnati	1.2/5.0/ 54/1171

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N)	, MOR	APR, CBS,	$ 35.00	(Banner)	Columbus Dispatch
WCOL,	1230,	1 KW	, NOSTALGIA	SMN, CBS,	$ 30.00	(Christal)	Great Trails
WNMI,	920,	1 KW/500 W (DA-2)	, COUNTRY	MBS, NBC,	$ 33.00	(Torbet)	
WRFD,	880,	9 KW (DAYS, DA)	, RELIGION	CNN,	$ 20.00	(---)	Salem
WTVN,	610,	5 KW (DA-N)	, MOR	ABC E,	$ 115.00	(Katz)	Great American
WVKO,	1580,	1 KW/250 W (DA-2)	, BLACK	SBN,	$ 34.00	(Mc-Guild)	Saga

FM STATIONS

WBBY,	103.9,	2.7 KW @ 360,	JAZZ	NBC,	$ 32.00	(---)	
WBNS,	97.1,	36 KW @ 660,	BTFL/EZ	,	$ 70.00	(Banner)	Columbus Dispatch
WCKX,	106.3,	3 KW @ 328,	BLACK	NBN,	$ 30.00	(Roslin)	(LONDON)
WHOK,	95.5,	50 KW @ 492,	COUNTRY	APR,	$ 46.00	(Christal)	
WLVQ,	96.3,	18 KW @ 753,	AOR	,	$ 143.00	(Katz)	Great American
WMGG,	99.7,	50 KW @ 500,	CLASSIC AOR	,	$ 62.00	(Torbet)	
WNCI,	97.9,	175 KW @ 565,	CHR	APR,	$ 144.00	(MMR)	Nationwide
WSNY,	94.7,	22 KW @ 753,	AC	,	$ 134.00	(Mc-Guild)	Saga
WXGT,	92.3,	22 KW @ 753,	CHR/AOR	RADRAD,	$ 70.00	(Christal)	Great Trails
WXLE,	103.1,	1.5 KW @ 455,	OLDIES	ABC F, MBS,	$ 31.00	(Durpetti)	Ragen Henry (LANCASTER)

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300

MSA Rank/Pop: (12 Dallas) 2,830,000
(37 Fort Worth) ADI# 7
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 30/30
Diaries: 2425/1313:1/52.3%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 7.5

1989 Revenue: $129,700,000
HH Inc.: $30,967
Retail $: 30.4 Bil
Pop per Station: 106,143
#1 Biller: KVIL-AF $21,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F	(C)	503/ 8.6	7.6	6.6	6.9	6.7	7.4	555/6608	5893/18.5	17.6	16.4	9.6	580	5749	KSCS-F
2. KVIL-AF	(AC)	409/ 7.2	10.2	8.0	8.6	9.3	8.5	433/5053	4733/ 9.3	17.7	17.3	7.8	471	4958	KVIL-AF
3. KKDA-F	(B)	359/ 6.3	5.4	5.6	5.9	8.5	5.8	436/4278	3536/11.1	10.9	14.4	8.2	492	4346	KKDA-F
4. KPLX-F	(C)	316/ 5.6	6.1	5.5	7.3	6.6	6.1	393/5251	4615/14.5	15.4	14.5	7.8	469	4966	KPLX-F
5. KJMZ-F	(B)	295/ 5.2	4.7	5.4	4.3	3.4	4.9	332/4623	4321/13.6	13.3	9.5	6.3	377	4850	KJMZ-F
6. WBAP	(C)	260/ 4.6	4.4	7.3	6.6	5.1	5.7	442/6568	4004/12.6	12.9	13.1	4.0	238	2974	WBAP
7. KRLD	(N/T)	258/ 4.5	6.3	5.3	4.3	4.8	5.1	315/6243	5078/15.9	21.8	15.9	3.9	233	3322	KRLD
KHYI-F	(CHR)	258/ 4.5	3.2	4.2	4.3	4.8	4.1	272/4684	4428/13.9	13.2	13.7	5.0	301	5365	KHYI-F
9. KTXQ-F	(AOR)	244/ 4.3	3.4	3.8	3.6	3.6	3.8	272/4424	3955/12.4	10.6	11.1	4.4	264	4013	KTXQ-F
10. KEGL-F	(CHR)	239/ 4.2	3.4	4.0	4.4	4.5	4.0	265/5067	4373/13.7	13.9	14.5	4.2	251	4780	KEGL-F
11. KMEZ-F	(EZ)	218/ 3.8	4.0	4.3	4.0	4.4	4.0	232/2676	2462/ 7.7	8.0	8.3	2.5	149	1818	KMEZ-F
12. KLTY-F	(REL)	186/ 3.3	2.9	3.5	2.8	2.4	3.1	207/2928	2423/ 7.6	6.1	6.8	2.6	154	1605	KLTY-F
13. KZPS-F	(CL AOR)	170/ 3.0	2.6	2.9	2.7	2.4	2.8	201/3420	2957/ 9.3	8.5	8.2	3.2	190	2938	KZPS-F
KLUV-F	(O)	170/ 3.0	3.1	3.4	3.1	3.8	3.2	188/3874	3505/11.0	10.3	10.8	3.5	211	2603	KLUV-F
15. KOAI-F	(J/NA)	166/ 2.9	3.3	3.4	3.3	2.3	3.2	168/2584	2559/ 8.0	9.3	6.3	3.5	209	2229	KOAI-F
16. KAAM	(BB)	144/ 2.5	1.8	1.3	1.6	0.9	1.8	146/1503	1452/ 4.6	4.7	2.9	1.0	61	1013	KAAM
17. KLIF	(T)	141/ 2.5	3.5	2.6	2.7	2.6	2.8	147/2321	2202/ 6.9	8.1	6.3	2.1	129	1560	KLIF
18. WRR -F	(CL)	137/ 2.4	2.0	1.7	1.4	1.7	1.9	146/2272	2103/ 6.6	6.2	4.2	2.1	127	1596	WRR -F
19. KQZY-F	(SAC)	120/ 2.1	3.0	2.7	2.8	3.7	2.7	132/2159	1856/ 5.8	8.4	8.6	1.8	110	1295	KQZY-F
20. KHVN	(R/G)	112/ 2.0	1.3	2.0	1.8	2.5	1.8	114/1194	1150/ 3.6	2.8	3.5	1.4	87	881	KHVN
KESS	(SP)	112/ 2.0	1.0	1.0	0.7	1.5	1.2	132/936	873/ 2.7	1.7	2.2	1.3	79	922	KESS
22. KKDA	(B)	108/ 1.9	1.2	1.8	2.6	1.7	1.9	116/1429	1353/ 4.2	3.6	3.1	1.4	82	997	KKDA
23. KMGC-F	(AC)	104/ 1.8	2.6	2.8	2.3	2.3	2.4	108/2425	2355/ 7.4	7.3	7.4	2.2	131	2212	KMGC-F
24. KKWM-F	(AC)	73/ 1.3	2.1	1.6	2.2	2.4	1.8	78/1773	1586/ 5.0	7.5	8.9	1.4	85	1296	KKWM-F
KDGE-F	(AOR)	73/ 1.3	1.4	1.1	1.4	0.7	1.3	82/1474	1365/ 4.3	4.0	2.7	2.0	121	1858	KDGE-F

12+ FM SHARE (METRO): 76.55% (4028 of 5262) (WIN 89: 77.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYI-F>	1 KKDA-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KVIL-AF<	1 KSCS-F	1 KSCS-F	1 KKDA-F	1 WBAP
2 KJMZ-F>	2 KTXQ-F	2 KVIL-AF	2 KVIL-AF>	2 KVIL-AF>	2 KVIL-AF	2 KSCS-F	2 KVIL-AF>	2 KVIL-AF	2 KJMZ-F	2 KPLX-F
3 KKDA-F	3 KSCS-F	3 KKDA-F	3 KPLX-F<	3 KPLX-F	3 KRLD	3 KRLD	3 KPLX-F	3 KJMZ-F	3 KHYI-F	3 KKDA-F
4 KEGL-F	4 KJMZ-F	4 KPLX-F<	4 KTXQ-F	4 KTXQ-F<	4 WBAP	4 KKDA-F	4 KMEZ-F<	4 KPLX-F<	4 KSCS-F	4 KRLD >>
5	5 KEGL-F	5 KTXQ-F	5 KKDA-F<	5 WBAP <	5 KMEZ-F	5 KPLX-F	5 KKDA-F	5 KKDA-F<	5 KEGL-F>	5 KSCS-F
6	6 KPLX-F	6 KJMZ-F<	6 WBAP	6 KKDA-F	6 KPLX-F	6 WBAP >	6 KTXQ-F	6 WBAP	6 WBAP <	6 KVIL-F<
7	7 KZPS-F	7 KEGL-F	7 KZPS-F	7 KLUV-F	7 KAAM	7 KTXQ-F	7 WBAP	7 KTXQ-F<	7 KTXQ-F	7 KLIF
8	8 KVIL-AF	8	KLUV-F	8 KZPS-F	8	KHYI-F	8	8 KHYI-F	8 KPLX-F	8
9	9	9	9	9 KOAI-F	9	9	9	KEGL-F	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKDA-F>	1 KKDA-F	1 KSCS-F	1 KVIL-AF	1 KVIL-AF
2 KVIL-AF	2 KVIL-AF	2 KVIL-AF	2 KSCS-F>	2 KSCS-F>
3 KJMZ-F<	KSCS-F	3 KPLX-F	3 KKDA-F<	3 KPLX-F>
4 KEGL-F	4 KEGL-F<	KEGL-F<	4 KPLX-F	4 KKDA-F
5 KSCS-F	5 KJMZ-F<	5 KKDA-F<	5 KEGL-F	5 KLUV-F
KPLX-F	6 KPLX-F	6 KJMZ-F	6 KJMZ-F	6 KEGL-F<
7 KHYI-F>	7 KHYI-F	7 KZPS-F<	7 KLTY-F	7 KLTY-F
8	8	8 KTXQ-F<	8 KLUV-F	8
9	9	9	KHYI-F	9
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKDA-F<	1 KTXQ-F>	1 KTXQ-F>	1 KTXQ-F<	1 KSCS-F
2 KJMZ-F	2 KKDA-F	2 KSCS-F	2 KSCS-F	2 WBAP <
3 KEGL-F	3 KZPS-F<	3 KZPS-F	3 KKDA-F	3 KTXQ-F>
4 KTXQ-F>	4 KJMZ-F<	4 KKDA-F	4 WBAP <	4 KVIL-AF<
5 KPLX-F	5 KSCS-F	5 KOAI-F	5 KZPS-F	5 KZPS-F
6 KZPS-F	6 KEGL-F	6 WBAP	6 KJMZ-F<	6 KKDA-F<
KLTY-F	7 KPLX-F	KPLX-F	7 KPLX-F	7 KPLX-F
8 KESS	8	8 KHYI-F	8 KVIL-AF	8 KRLD
KDGE-F	9	KEGL-F	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
KFJZ	870	Ft. Worth/Dalls	0.3/0.6/ 17/ 185
KJZY-F	99.1	Denton/Dallas	0.3/1.0/ 19/ 408
KSSA-F	95.3	Mckinney/Planto	0.1/0.9/ 58/ 487

RADIO STATIONS

AM STATIONS

KAAM	1310	5 KW (DA-N)	NOSTALGIA	SMN	$ 45.00	(Durpetti)	Bonneville
KESS	1270	5 KW (DA-1)	HISPANIC		$ 53.00	(Caballero)	
KHVN	970	1 KW/270 W	GOSPEL	ABC F	$ 45.00	(Mc-Guild)	
KKDA	730	500 W (DAYS)	BLACK	APR	$ N/A	(Katz)	
KLDD	570	5 KW (DA-2)	SOFT AC	US 1	$ 43.00	(MMR)	Anchor
KLIF	1190	50 KW/5 KW (DA-2)	TALK	NBC	$ 75.00	(Eastman)	Susquehanna
KRLD	1080	50 KW (DA-N)	NEWS	CBS, MBS	$ 205.00	(CBS)	Command
WBAP	820	50 KW	COUNTRY	ABC I	$ 190.00	(Banner)	Cap Cities/ABC

FM STATIONS

KHYI	94.9	33 KW @ 1509	CHR		$ 130.00	(MMR)	Evergreen
KJMZ	100.3	89 KW @ 1280	BLACK	US 1	$ 110.00	(Mc-Guild)	Summit
KKDA	104.5	98 KW @ 1585	BLACK	APR	$ 178.00	(Katz)	
KEGL	97.1	97 KW @ 1460	CHR		$ 154.00	(Torbet)	Sandusky
KLTY	94.1	100 KW @ 1585	RELIGION	ABC F	$ 96.00	(HNWH)	
KLUV	98.7	98 KW @ 1585	OLDIES	US 2	$ 117.00	(MMR)	TK
KMEZ	107.5	25 KW @ 1264	BTFL/EZ	US 2	$ 118.00	(Mc-Guild)	Gilmore
KMGC	102.9	100 KW @ 1572	SOFT AC/JAZZ		$ 116.00	(Christal)	Shamrock
KOAI	106.1	100 KW @ 1585	JAZZ/NAC		$ 95.00	(HNWH)	Gannett
KPLX	99.5	100 KW @ 1680	COUNTRY	APR	$ 235.00	(Eastman)	Susquehanna
KQZY	105.3	100 KW @ 1560	SOFT AC		$ 115.00	(Group W)	Westinghouse
KSCS	96.3	99 KW @ 1680	COUNTRY		$ 153.00	(Banner)	Cap Cities/ABC
KTXQ	102.1	100 KW @ 1420	AOR	RADRAD	$ 146.00	(CBS)	CBS
KVIL	103.7	100 KW @ 1550	AC		$ 375.00	(Torbet)	Infinity
KKWM	97.9	99 KW @ 1680	SOFT AC	SOURCE	$ 100.00	(MMR)	Anchor
KZPS	92.5	96 KW @ 1685	CLASSIC AOR		$ 100.00	(Durpetti)	
WRR	101.1	98 KW @ 1510	CLASSICAL		$ 70.00	(CMBS)	City of Dallas

CALL LETTER CHANGES

KZEW-F changes calls to KKWM-F
as of January...

FORMAT CHANGES

STATION SALES

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - SoFt Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

DAYTON

Arbitron Rank/Pop (12+): 48/807,400

MSA Rank/Pop: 55/935,200
ADI # 52
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 21/16
Diaries: 1254/644:1/58.1%
Sample Target: 1120
% Below Line: 8.6
% Not Listed: 13.7

1989 Revenue: $21,500,000
HH Inc.: $28,229
Retail $: 6.5 Bil
Pop per Station: 50,462
#1 Biller: WTUE-F $3,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WHKO-F	(C)	141/10.6	8.5	8.5	8.4	9.0	9.0	221/2177	1458/18.1	17.5	19.0	8.3	110	1480	WHKO-F
2. WGTZ-F	(CHR)	136/10.2	9.7	9.5	7.3	8.6	9.2	183/3270	2229/27.6	24.0	50.1	15.6	206	2673	WGTZ-F
3. WTUE-F	(AOR)	129/ 9.7	8.3	10.1	9.2	12.1	9.3	167/2463	1693/21.0	20.0	23.6	10.5	139	1978	WTUE-F
4. WHIO	(MOR)	93/ 7.0	8.9	7.1	8.8	8.4	7.9	95/1522	1391/17.2	17.8	17.0	6.3	83	1123	WHIO
5. WVUD-F	(SAC)	83/ 6.2	5.8	5.3	6.1	5.8	5.8	88/1224	1069/13.2	12.0	11.6	4.0	53	740	WVUD-F
WAZU-F	(AOR)	83/ 6.2	5.7	7.8	7.3	3.7	6.8	119/1701	1097/13.6	13.1	8.0	8.3	109	1351	WAZU-F
7. WWSN-F	(AC)	78/ 5.9	6.5	7.8	6.5	7.3	6.7	99/1308	1063/13.2	14.3	16.5	5.2	68	848	WWSN-F
8. WYMJ-F	(O)	77/ 5.8	3.4	3.8	2.9	3.6	4.0	80/1069	960/11.9	12.0	12.2	3.8	50	859	WYMJ-F
9. WONE	(C)	57/ 4.3	5.4	3.3	4.7	4.7	4.4	69/933	745/ 9.2	10.0	10.8	4.4	58	663	WONE
10. WDAO	(B)	50/ 3.8	2.8	2.5	1.9	3.3	2.8	50/578	562/ 7.0	5.9	4.8	3.9	52	484	WDAO
11. WLW	(MOR)	45/ 3.4	3.9	5.0	4.9	3.7	4.3	123/2021	768/ 9.5	10.4	11.0	5.0	66	768	WLW
12. WCLR-F	(EZ)	40/ 3.0	4.0	3.0	2.7	1.0	3.2	66/787	564/ 7.0	7.2	2.6	2.4	32	348	WCLR-F
13.															

12+ FM SHARE (METRO): 75.63% (869 of 1149) (WIN 89: 73.60%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WTUE-F>	1 WTUE-F	1 WHKO-F<	1 WHKO-F	1 WHKO-F	1 WHIO	1 WTUE-F<	1 WTUE-F<	1 WGTZ-F>	1 WHKO-F>>
2 WAZU-F	2 WGTZ-F<	2 WHKO-F	2 WTUE-F	2 WTUE-F	2 WHIO >	2 WGTZ-F	2 WHKO-F	2 WHKO-F	2 WHKO-F<	2 WHIO >>
3	3 WAZU-F>	WGTZ-F	3 WGTZ-F	3 WGTZ-F	3 WYMJ-F<	3 WTUE-F	3 WVUD-F	3 WGTZ-F>	3 WAZU-F	3 WAZU-F>>
4	4 WHKO-F	4 WWSN-F	4 WWSN-F	4 WWSN-F<	4 WONE	4 WHKO-F	4 WYMJ-F<	4 WAZU-F	4 WTUE-F>	4 WGTZ-F
5	5 WWSN-F	5 WAZU-F	5 WYMJ-F	5 WYMJ-F	5 WVUD-F	5 WVUD-F	5 WWSN-F	5 WYMJ-F	5 WHIO	5
6	WVUD-F	6 WYMJ-F<	6 WVUD-F	6 WVUD-F	6 WWSN-F	6 WYMJ-F<	6 WGTZ-F	WVUD-F<	6	6
7	7	7 WVUD-F	7	7	7	7 WWSN-F	7 WAZU-F	7 WWSN-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F>>	1 WGTZ-F>	1 WGTZ-F	1 WGTZ-F>	1 WHKO-F	1 WTUE-F	1 WTUE-F>>	1 WTUE-F>>	1 WTUE-F>	1 WTUE-F
2 WAZU-F>	2 WVUD-F	2 WVUD-F	2 WHKO-F<	2 WGTZ-F	2 WAZU-F>>	2 WAZU-F>>	2 WAZU-F	2 WAZU-F	2 WHKO-F>
3 WVUD-F	WTUE-F	WTUE-F	3 WWSN-F<	3 WWSN-F<	3 WDAO >	3 WHKO-F	3 WGTZ-F	3 WHKO-F>	3 WYMJ-F
WTUE-F>	4 WWSN-F	4 WWSN-F	4 WVUD-F	4 WVUD-F	4 WOFX-F	WGTZ-F	4 WHKO-F>	4 WYMJ-F	4 WWSN-F
5 WWSN-F>>	5 WHKO-F>	WHKO-F>>	5 WTUE-F	5 WYMJ-F	WHKO-F	5	5 WLW	5 WWSN-F	5 WLW
6 WYMJ-F	6 WYMJ-F	6 WYMJ-F	6 WYMJ-F	6 WTUE-F	6 WGRR-F	6	WYMJ-F	WGTZ-F	6 WGTZ-F
WDAO >	7	7 WAZU-F>>	7	7	WGTZ-F>>	7	WWSN-F>	7	7 WAZU-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WBLY	1600	Springfield	0.6/2.3/ 8/ 199
WFCJ-F	93.7	Miamisburg/Datn	1.0/3.9/ 20/ 489
WING	1410	Dayton	1.0/5.1/ 17/ 519
WPFB	910	Middletown	1.1/2.3/ 25/ 419
WPFB-F	105.9	Middletown	1.5/3.9/ 33/ 595
WBVE-F	96.5	Hamilton	1.5/4.4/ 64/1001
WGRR-F	103.5	Hamilton/Cinci	1.1/4.4/ 50/ 765
WOFX-F	94.9	Fairfield	1.7/4.6/ 57/ 928
WWEZ-F	92.5	Cincinnati	1.0/2.4/ 42/ 622

RADIO STATIONS

WDAO, 1210, 1 KW (DAYS)	, BLACK	SBN, $ 28.00 (---)	
WHIO, 1290, 5 KW (DA-N)	, MOR/TALK	CBS, $ 71.00 (Durpetti)	Cox
WING, 1410, 5 KW (DA-N)	, OLDIES	NBC, US 1, $ 30.00 (Katz)	Great Trails
WONE, 980, 5 KW (DA-N)	, COUNTRY	ABC I, $ 45.00 (Mc-Guild)	Summit
WAZU-F, 102.9, 50 KW @ 493,	AOR	ABC F, $ 44.00 (Christal)	Osborn (SPRINGFIELD)
WCLR-F, 95.7, 50 KW @ 476,	BTFL/EZ	, $ 18.00 (Regional)	(PIQUA)
WFCJ-F, 93.7, 50 KW @ 492,	RELIGION	, $ 15.00 (---)	(MIAMISBURG)
WGTZ-F, 92.9, 40 KW @ 590,	CHR	, $ 74.00 (Katz)	Great Trails
WHKO-F, 99.1, 50 KW @ 1060,	COUNTRY	, $ 65.00 (Durpetti)	Cox
WPFB-F, 105.9, 34 KW @ 590,	COUNTRY	US 2, $ 20.00 (Roslin)	(MIDDLETOWN)
WTUE-F, 104.7, 50 KW @ 500,	AOR	, $ 77.00 (Mc-Guild)	Summit
WVUD-F, 99.9, 50 KW @ 500,	SOFT AC	ABC E, $ 41.00 (Republic)	University of Dayton
WWSN-F, 107.7, 50 KW @ 420,	AC	, $ 70.00 (Eastman)	Stoner
WYMJ-F, 103.9, 1.5 KW @ 528,	OLDIES	US 1, $ 40.00 (Banner)	

MISCELLANEOUS COMMENTS: WBLZ-F changes calls WGRR-F as of January...

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500
MSA Rank/Pop: 27/1,664,300
ADI # 19
Average Person Ratings: 17.7
Market TSL: 23.00 hours

Stations: 29/29
Diaries: 1739/920:1/55.5%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 9.2

1989 Revenue: $67,000,000
HH Inc.: $32,533
Retail $: 14.5 Bil
Pop per Station: 55,155
#1 Biller: KOA $10,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KOA	(N/T)	221/ 7.8	8.4	6.1	6.2	6.4	7.1	303/4883	3571/22.3	26.6	18.2		6.2	183	3049	KOA
2. KRXY-AF	(CHR)	197/ 7.0	7.5	7.5	7.0	7.0	7.3	212/3437	3145/19.7	21.5	18.1		9.2	265	3237	KRXY-AF
3. KOSI-F	(EZ)	184/ 6.5	7.1	5.8	6.3	6.3	6.4	222/3061	2580/16.1	14.5	14.6		4.9	143	1447	KOSI-F
4. KBCO-AF	(AOR)	176/ 6.2	7.3	6.9	8.2	7.5	7.2	186/2462	2250/14.1	14.5	15.7		6.9	201	2548	KBCO-AF
5. KYGO-F	(C)	171/ 6.0	5.8	6.3	6.5	6.9	6.2	203/2894	2416/15.1	12.9	14.8		9.2	272	2891	KYGO-F
6. KQKS-F	(CHR)	165/ 5.8	5.3	5.1	4.9	5.5	5.3	212/3257	2583/16.1	14.7	16.4		6.4	187	2645	KQKS-F
7. KXKL-AF	(O)	157/ 5.5	6.3	7.6	7.6	7.6	6.8	188/3212	2659/16.6	17.8	19.3		5.7	169	2152	KXKL-AF
8. KBPI-F	(AOR)	130/ 4.6	3.8	4.0	3.5	5.1	4.0	154/2780	2254/14.1	13.5	16.1		6.7	196	2608	KBPI-F
9. KSYY-F	(AC)	122/ 4.3	4.0	4.0	2.7	2.0	3.8	136/2219	1992/12.5	11.8	7.0		2.4	72	1216	KSYY-F
10. KHOW	(MOR)	119/ 4.2	2.9	3.4	3.2	2.4	3.4	141/1881	1550/ 9.7	9.5	7.3		2.0	60	954	KHOW
11. KAZY-F	(AOR)	118/ 4.2	4.7	5.4	6.3	5.4	5.2	146/2200	1760/11.0	13.9	14.4		6.3	184	2522	KAZY-F
12. KXLT-F	(AC)	117/ 4.1	5.0	5.3	4.2	4.7	4.7	122/1892	1812/11.3	11.7	13.8		4.1	121	1124	KXLT-F
13. KRFX-F	(AOR)	114/ 4.0	3.7	4.0	4.0	3.6	3 [illegible]	128/2009	1791/11.2	10.9	12.5		4.3	126	1847	KRFX-F
14. KVOD-F	(CL)	92/ 3.3	2.6	3.2	3.3	4.2	3.1	105/1320	1168/ 7.3	7.2	9.4		1.6	46	970	KVOD-F
15. KYGO	(C)	78/ 2.8	1.1	1.1	1.5	1.5	1.6	92/1152	920/ 5.8	3.5	4.4		1.7	50	717	KYGO
16. KEZW	(BB)	74/ 2.6	2.5	2.1	2.4	3.4	2.4	78/872	809/ 5.1	5.2	6.0		1.4	40	709	KEZW
17. KHIH-F	(J/NA)	72/ 2.5	2.3	2.6	2.8	2.5	2.5	73/1271	1187/ 7.4	7.6	6.1		2.6	76	1001	KHIH-F
18. KYBG	(T)	52/ 1.8	2.1	1.4	0.5	0.6	1.4	58/893	827/ 5.2	5.0	2.8		0.1	4	88	KYBG
19. KTCL-F	(AOR)	46/ 1.6	0.6	0.7	1.2	1.2	1.0	51/725	615/ 3.8	2.8	2.8		1.4	42	489	KTCL-F
20. KLZ	(AOR)	33/ 1.2	2.5	2.9	2.0	2.2	2.2	40/700	491/ 3.1	5.2	7.2		1.4	40	629	KLZ

12+ FM SHARE (METRO): 72.84% (1869 of 2566) (WIN 89: 76.53%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F>>	1 KRXY-AF	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KOA	1 KOA >	1 KOSI-F	1 KQKS-F<	1 KQKS-F	1 KOA >>
2 KRXY-AF>>	2 KBCO-AF	2 KRXY-AF	2 KXKL-AF	2 KXKL-AF	2 KOSI-F	2 KHOW <	2 KOA	2 KRXY-AF<	2 KRXY-AF	2 KYGO-F
3	3 KBPI-F<	3 KXKL-AF	3 KYGO-F	3 KOSI-F	3 KYGO-F	3 KRXY-AF<	3 KBCO-AF<	3 KBCO-AF	3 KOA >	3 KXKL-F
4	4 KAZY-F	4 KBPI-F<	4 KXLT-F<	4 KYGO-F	4 KHOW	4 KYGO-F	4 KYGO-F	4 KOSI-F	4 KBCO-AF<	KHOW <
5	5 KRFX-F<	5 KYGO-F	5 KOA	5 KOA	5 KVOD-F	5 KBCO-AF<	5 KSYY-F<	5 KYGO-F<	5 KOSI-F<	5 KBCO-F
6	6 KQKS-F<	6 KRFX-F	6 KRFX-F	6 KHOW	6 KXKL-AF	6 KOSI-F	6 KXKL-AF<	6 KOA <	6 KXKL-AF	6 KYGO
7	7 KXLT-F	KAZY-F	KOSI-F	7 KXLT-F<	7 KSYY-F	7 KXKL-AF<	7 KRFX-F<	7 KXKL-AF	7 KAZY-F	7
				8 KSYY-F	8	8 KQKS-F	8 KRXY-AF			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF>	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KOSI-F
2 KQKS-F	2 KXLT-F	2 KXLT-F	2 KXLT-F	2 KSYY-F<
3 KAZY-F<	3 KBCO-AF<	3 KRXY-AF>	3 KSYY-F	3 KXLT-F<
4 KBPI-F	4 KQKS-F	4 KYGO-F	KOSI-F	4 KYGO-F<
5 KRFX-F>	5 KBPI-F	KOSI-F	5 KBCO-AF<	5 KXKL-AF<
6 KXLT-F	6 KRFX-F<	6 KXKL-AF	6 KXKL-AF	6 KHOW <
KSYY-F	7 KAZY-F	KBPI-F	KYGO-F	7 KBCO-AF

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F	1 KBCO-AF	1 KBCO-AF>	1 KBCO-AF	1 KBCO-AF>
2 KRXY-AF>	2 KAZY-F	2 KAZY-F	2 KXKL-AF	2 KXKL-AF
3 KAZY-F>	3 KRXY-AF<	3 KRFX-F	3 KRXY-AF<	3 KOA
4 KXKL-AF	4 KBPI-F>	4 KRXY-AF	4 KBPI-F	4 KRFX-F
5 KTCL-F	5 KXKL-AF<	5 KXKL-AF	KAZY-F	5 KYGO-F
6 KBCO-AF	6 KRFX-F	6 KBPI-F<	6 KRFX-F	6 KAZY-F<
KSYY-F	7 KQKS-F	7 KXLT-F	KOA <	7 KHOW
KQKS-F			8 KYGO-F	

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
KDEN	1340	Denver	0.7/3.0/ 21/ 484
KDHT-F	92.5	Greeley	0.9/2.6/ 33/ 588
KDKO	1510	Littleton/Denve	0.9/2.7/ 25/ 439
KNUS	710	Denver	0.9/2.7/ 36/ 529
KRKS	990	Denver	0.5/1.8/ 14/ 312
KRZN	760	Englewood	0.6/2.7/ 19/ 492

RADIO STATIONS

AM STATIONS

KBXG,	710,	5 KW (DA-1)	, TALK	CNN,	$ N/A (Banner)	Sandusky
KDEN,	1340,	1 KW	, TALK	ABC C, MBS,	$ 35.00 (Savalli)	
KEZW,	1430,	5 KW (DA-N)	, NOSTALGIA	SMN,	$ 45.00 (Torbet)	
KHOW,	630,	5 KW (DA-N)	, MOR	MBS, NBC,	$ 78.00 (Republic)	Viacom
KLTT,	800,	1 KW (DAYS, DA)	, RELIGION		$ 18.00 (---)	Mortenson
KLZ ,	560,	5 KW (DA-1)	, COUNTRY	SMN,	$ 70.00 (Mc-Guild)	Summit
KOA ,	850,	50 KW	, NEWS/TALK	ABC I, ABC E,	$140.00 (Eastman)	Subrink
KRZN,	1150,	5 KW/1 KW (DA-2)	, OLDIES	,	$ 37.00 (Christal)	Genesis/Booth
KYGO,	950,	5 KW (DA-N)	, COUNTRY	US 2,	$ N/A (CBS)	Jeff-Pilot

FM STATIONS

KAZY,	106.7,	100 KW @ 987,	AOR	ABC R,	$ 90.00 (Mc-Guild)	Summit
KBCO,	97.3,	88 KW @ 1541,	AOR	,	$170.00 (MMR)	Noble (BOULDER)
KBPI,	105.9,	100 KW @ 1433,	AOR	SOURCE,	$100.00 (Banner)	Great American
KHIH,	94.7,	30 KW @ 984,	JAZZ/NAC	SMN,	$ 70.00 (Banner)	Adams (BOULDER)
KXLT,	100.3,	100 KW @ 350,	AC	,	$100.00 (Christal)	Genesis/Booth
KOSI,	101.1,	100 KW @ 1624,	BTFL/EZ	,	$ 95.00 (Torbet)	
KQKS,	104.3,	28 KW @ 1400,	CHR	,	$ 71.00 (HNWH)	Western Cities (LONGMONT)
KRFX,	103.5,	100 KW @ 1061,	OLDIES	CBS,	$ 80.00 (Eastman)	Jacor
KRXY,	107.5,	91 KW @ 1149,	CHR	,	$109.00 (Katz)	Cap Cities/ABC
KSYY,	95.7,	100 KW @ 725,	SOFT AC	MBS,	$ 81.00 (Republic)	Viacom
KTCL,	93.3,	100 KW @ 1330,	AOR	MBS,	$ 40.00 (Mc-Guild)	(FT.COLLINS)
KVOD,	99.5,	100 KW @ 300,	CLASSICAL	,	$ 75.00 (Katz)	Henry
KXKL,	105.1,	100 KW @ 1150,	OLDIES	,	$137.00 (Durpetti)	Shamrock
KYGO,	98.5,	100 KW @ 700,	COUNTRY	US 2,	$112.00 (CBS)	Jeff-Pilot
KYBG,	92.1,	.8 KW @ 610,	TALK	,	$ 35.00 (Banner)	Century (CASTLE ROCK)

CALL LETTER CHANGES

KBXG-F changes to KNUS-A as of February,1990

FORMAT CHANGES

STATION SALES

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600
MSA Rank/Pop: 5/4,346,200
ADI # 8
Average Person Ratings: 18.8
Market TSL: 24.75 hours

Stations: 32/29
Diaries: 2454/1465:1/54.4%
Sample Target: 2320
% Below Line: 1.2
% Not Listed: 8.1

1989 Revenue: $113,300,000
HH Inc.: $31,289
Retail $: 35.5 Bil
Pop per Station: 123,986
#1 Biller: WJR $21,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	532/ 7.9	8.3	9.2	9.9	9.6	8.8	675/9351	6870/19.1	21.4	22.4		7.2	485	6696	WJR
2. WJLB-F	(B)	492/ 7.3	7.8	6.4	7.4	6.9	7.2	511/5495	5117/14.2	14.3	13.7		9.1	611	6169	WJLB-F
3. WHYT-F	(CHR)	401/ 5.9	5.0	4.3	3.8	4.4	4.8	448/7729	6970/19.4	16.2	16.9		7.7	514	7223	WHYT-F
4. WWJ	(N)	389/ 5.8	5.7	3.9	4.5	4.6	5.0	401/6864	6308/17.5	18.0	14.9		3.9	259	4571	WWJ
5. WJOI-F	(EZ)	364/ 5.4	4.8	5.0	5.5	5.5	5.2	372/4169	3904/10.9	12.0	12.2		2.9	195	2599	WJOI-F
6. WWWW-F	(C)	334/ 4.9	4.7	3.5	4.3	5.2	4.3	381/4622	4013/11.2	11.9	11.9		5.0	334	4004	WWWW-F
7. WKQI-F	(CHR)	300/ 4.4	4.2	4.2	4.3	4.0	4.3	321/6193	5750/16.0	16.6	15.7		3.6	242	4796	WKQI-F
8. WLTI-F	(SAC)	291/ 4.3	4.7	4.1	3.7	3.5	4.2	304/4540	4294/11.9	11.6	10.1		3.1	211	2600	WLTI-F
9. WNIC-F	(AC)	289/ 4.3	3.9	4.1	3.8	4.0	4.0	296/5074	4753/13.2	12.8	12.2		4.3	287	2866	WNIC-F
10. WJZZ-F	(J)	268/ 4.0	3.5	3.8	2.5	2.1	3.5	270/3416	3267/ 9.1	9.5	6.2		5.4	366	3553	WJZZ-F
11. WLLZ-F	(AOR)	262/ 3.9	3.6	3.3	4.1	4.7	3.7	282/5293	4746/13.2	12.7	13.3		4.9	332	5049	WLLZ-F
12. WRIF-F	(AOR)	252/ 3.7	3.0	3.2	3.8	3.5	3.4	290/5588	4621/12.9	12.0	12.3		4.1	275	4720	WRIF-F
13. WDFX-F	(CHR)	251/ 3.7	4.2	4.4	4.5	4.1	4.2	259/5382	4950/13.8	14.6	13.1		5.9	396	6244	WDFX-F
14. WXYT	(N)	235/ 3.5	3.0	3.3	3.7	3.4	3.4	239/3235	3085/ 8.6	8.3	7.5		3.9	262	3237	WXYT
WCSX-F	(CL AOR)	235/ 3.5	3.6	3.6	3.9	3.3	3.7	273/5320	4510/12.5	12.0	10.6		3.5	238	3725	WCSX-F
16. WOMC-F	(O)	187/ 2.8	2.6	4.1	2.6	3.6	3.0	207/3497	3257/ 9.1	8.8	9.8		1.9	129	2018	WOMC-F
17. CKLW	(BB)	153/ 2.3	2.7	3.2	3.2	3.2	2.8	199/3428	2731/ 7.6	7.8	8.5		2.1	139	2065	CKLW
18. WKSG-F	(O)	128/ 1.9	2.0	2.7	2.1	2.2	2.2	129/2653	2593/ 7.2	7.1	7.8		2.1	144	1920	WKSG-F
19. WQRS-F	(CL)	102/ 1.5	2.2	1.5	1.8	1.8	1.8	115/2190	2008/ 5.6	6.4	4.7		1.6	109	1801	WQRS-F
WGPR-F	(B)	102/ 1.5	1.8	1.4	1.6	1.5	1.6	108/2385	2226/ 6.2	6.5	6.6		2.2	145	2371	WGPR-F
21. CKMR-F	(O)	95/ 1.4	1.7	2.2	1.9	1.6	1.8	119/2451	1973/ 5.5	6.2	5.4		0.7	50	1063	CKMR-F
22. WMTG	(AC)	92/ 1.4	1.6	1.9	1.5	1.0	1.6	98/1363	1330/ 3.7	3.8	2.8		1.5	101	856	WMTG
23. WCXI	(C)	88/ 1.3	1.5	1.2	1.5	1.8	1.4	103/1674	1391/ 3.9	4.3	4.7		1.1	76	817	WCXI
24. WQBH	(B)	70/ 1.0	1.1	1.4	1.1	1.0	1.1	70/985	985/ 2.7	2.9	3.3		0.7	50	665	WQBH
25. WCHB	(B)	58/ 0.9	0.9	1.1	1.0	1.4	1.0	64/892	867/ 2.4	2.2	3.2		1.1	75	962	WCHB

12+ FM SHARE (METRO): 73.38% (4554 of 6206) (WIN 89: 71.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WJLB-F	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WJR >	1 WJR	1 WJOI-F<	1 WJLB-F	1 WJLB-F	1 WJR
2 WDFX-F	2 WHYT-F	2 WNIC-F<	2 WNIC-F<	2 WJR <	2 WWJ	2 WWJ	2 WJR	2 WHYT-F	2 WHYT-F	2 WJLB-F
3 WJLB-F	3 WLLZ-F	3 WKQI-F<	3 WKQI-F	3 WKQI-F<	3 WJOI-F	3 WJLB-F	3 WWWW-F<	3 WJR	3 WJR	3 WJZZ-F
4	4 WRIF-F<	4 WHYT-F	4 WLTI-F	4 WWWW-F	4 WWWW-F>	4 WKQI-F>	4 WJLB-F<	4 WJOI-F	4 WNIC-F<	4 WWJ
5	5 WCSX-F	5 WRIF-F	WJR	WNIC-F<	5 WXYT	5 WHYT-F	5 WLTI-F	5 WWJ <	5 WDFX-F	5 WXYT
6	6 WNIC-F	WLLZ-F<	WCSX-F	6 WLTI-F<	6 WLTI-F	6 WLLZ-F	6 WWJ	6 WWWW-F	6 WWJ	6 WJOI-F
7	7 WKQI-F<	7 WCSX-F	7 WJZZ-F<	7 WJZZ-F<	7 WKQI-F	7 WWWW-F	7 WCSX-F<	7 WLTI-F	7 WWWW-F<	7
8	8 WDFX-F	8 WLTI-F	8 WWWW-F	8 WCSX-F	WJLB-F	8 WNIC-F	8 WNIC-F	8 WKQI-F	8 WJZZ-F	8
9	9	9	WRIF-F	9	9		WHYT-F<	9	9	9
10	10	10	10	10	10	10	10 WKQI-F	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WHYT-F>	1 WJLB-F	1 WJLB-F	1 WJLB-F	1 WJLB-F
2 WJLB-F	2 WHYT-F	2 WNIC-F>	2 WNIC-F	2 WNIC-F
3 WDFX-F	3 WNIC-F>	3 WHYT-F	3 WLTI-F<	3 WLTI-F
4 WNIC-F	4 WKQI-F	4 WJZZ-F	4 WKQI-F	4 WKQI-F
5 WKQI-F	5 WLTI-F<	WCSX-F	5 WHYT-F>	5 WJR
6 WLTI-F	6 WDFX-F	6 WKQI-F	6 WOMC-F	6 WWWW-F<
7 WOMC-F	WCSX-F	7 WLTI-F>	7 WJZZ-F<	7 WJZZ-F
8 WCSX-F	8 WJZZ-F	8 WOMC-F	8 WJR	8 WJOI-F
9	9 WOMC-F	9 WLLZ-F	9 WDFX-F	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLZ-F>	1 WLLZ-F	1 WRIF-F	1 WRIF-F<	1 WRIF-F
2 WRIF-F	2 WRIF-F	2 WLLZ-F	2 WLLZ-F	2 WCSX-F<
WJLB-F	3 WCSX-F<	WCSX-F>	3 WJLB-F<	3 WLLZ-F<
4 WHYT-F	4 WJLB-F>	4 WJLB-F>	4 WCSX-F	4 WWWW-F<
5 WDFX-F>	5 WHYT-F>	5 WHYT-F<	5 WJZZ-F	5 WJR <
6 WKQI-F	6 WJZZ-F<	6 WJZZ-F	6 WKQI-F	6 WJLB-F
WCSX-F<	7 WDFX-F	7 WKQI-F	WJR	7 WJZZ-F<
8 WJZZ-F	8 WKQI-F	8 WWJ	WHYT-F<	8 WWJ
9	9	WLTI-F	9 WWWW-F	9 WKQI-F
10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WHND	560	Monroe/Detroit	0.5/1.9/ 36/ 726
WMUZ-F	103.5	Detroit	0.7/1.8/ 51/ 820
WMXD-F	92.3	DETROIT	0.6/2.8/ 44/1038
WSAQ-F	107.1	Port Huron	0.4/0.8/ 48/ 328
WCRZ-F	107.9	Flint	0.4/0.6/140/1454
WIQB-F	102.9	Ann Arbor	0.5/1.5/ 72/1308
WTWR-F	98.3	Monroe/Toledo	0.4/0.7/ 25/ 363

RADIO STATIONS

AM STATIONS

WCXI,	1130,	50 KW/10 KW (DA-2),	COUNTRY	APR,	$ 65.00	(Christal)	Shamrock
WHND,	560,	500 W (DAYS, DA) ,	OLDIES	US 1,	$ N/A	(Mc-Guild)	Greater Media (MONROE)
WJR ,	760,	50 KW ,	MOR/VARIETY	ABC I,	$ 235.00	(Katz)	Cap Cities/ABC
WMKM,	1440,	1 KW ,	GOSPEL	NBN,	$ 38.00	(Torbet)	
WMTG,	1310,	5 KW (DA-2) ,	BLACK	SMN,	$ N/A	(Mc-Guild)	Fairmont
WQBH,	1400,	1 KW ,	BLACK	,	$ 48.00	(Patt)	
WWJ ,	950,	5 KW (DA-N) ,	NEWS	CBS,	$ 157.00	(CBS)	CBS
WXYT,	1270,	5 KW (DA-N) ,	NEWS/TALK	NBC, MBS,	$ 90.00	(Roslin)	Fritz
CKLW,	800,	50 KW (DA-2) ,	NOSTALGIA	,	$ 76.00	(Banner)	(WINDSOR ONT.)

FM STATIONS

WCSX,	94.7,	10 KW @	950,	CLASSIC AOR	US 1,	$ 109.00	(Mc-Guild)	Greater Media
WKQI,	95.5,	100 KW @	430,	CHR	,	$ 138.00	(HNWH)	Broadcasting Partners
WDFX,	99.5,	21 KW @	745,	CHR	SOURCE,	$ 99.00	(MMR)	Hoker
WGPR,	107.5,	50 KW @	360,	BLACK	SBN,	$ 60.00	(Lazar)	
WHYT,	96.3,	20 KW @	780,	CHR	ABC C,	$ 150.00	(Katz)	Cap Cities/ABC
WJLB,	97.9,	50 KW @	490,	BLACK	,	$ 167.00	(MMR)	Booth/Genesis
WJOI,	97.1,	12 KW @	802,	BTFL/EZ	,	$ 137.00	(CBS)	CBS
WJZZ,	105.9,	20 KW @	724,	JAZZ	,	$ 80.00	(---)	
WKSG,	102.7,	50 KW @	500,	OLDIES	TRNSTR,	$ 90.00	(Durpetti)	Ragan Henry
WLLZ,	98.7,	50 KW @	480,	AOR	MBS, NBC,	$ 150.00	(Banner)	Westinghouse
WLTI,	93.1,	26 KW @	600,	SOFT AC	,	$ 106.00	(Christal)	Viacom
WMUZ,	103.5,	50 KW @	500,	RELIGION	,	$ 40.00	(---)	Crawford
WNIC,	100.3,	50 KW @	400,	AC	,	$ 161.00	(Mc-Guild)	Fairmont
WOMC,	104.3,	190 KW @	416,	OLDIES	US 2,	$ 140.00	(Republic)	Infinity
WQRS,	105.1,	18 KW @	782,	CLASSICAL	,	$ 80.00	(CMBS)	Marlin
WRIF,	101.1,	27 KW @	880,	AOR	ABC R,	$ 117.00	(Republic)	Great American
WVAE,	92.3,	21 KW @	742,	JAZZ/NAC	,	$ 81.00	(Roslin)	Fritz
WWWW,	106.7,	61 KW @	508,	COUNTRY	APR,	$ 150.00	(Christal)	Shamrock
CKMR,	93.9,	100 KW @	700,	OLDIES	,	$ 62.00	(Banner)	(WINDSOR, ONT)

EL PASO

Arbitron Rank/Pop (12+): 79/454,000

MSA Rank/Pop: 88/569,700
ADI # 103
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 23/18
Diaries: 865/525:1/55.6%
Sample Target: 840
% Below Line: 4.6
% Not Listed: 8.2

1989 Revenue: $13,200,000
HH Inc.: $21,657
Retail $: 2.9 Bil
Pop per Station: 25,222
#1 Biller: KHEY-AF $3,400,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KPRR-F	(CHR)	115/13.3	13.0	13.3	14.4	13.4	13.5	136/1601	1396/30.7	28.5	25.9	16.8	153	1320	KPRR-F
2. KLAQ-F	(AOR)	94/10.9	12.6	11.6	9.9	10.8	11.3	106/1167	971/21.4	25.5	22.1	15.4	140	1322	KLAQ-F
3. KHEY-F	(C)	91/10.5	12.5	11.0	11.6	10.4	11.4	104/1266	1058/23.3	24.8	22.1	13.1	119	1158	KHEY-F
4. KBNA-AF	(SP)	59/ 6.8	6.0	6.8	6.9	7.6	6.6	61/814	770/17.0	15.1	17.4	3.8	35	568	KBNA-AF
5. KOFX-F	(AC)	56/ 6.5	7.0	3.7	6.8	4.2	6.0	67/840	673/14.8	14.6	11.3	4.9	45	483	KOFX-F
6. KTSM-F	(EZ)	50/ 5.8	6.1	8.1	8.3	6.7	7.1	62/795	614/13.5	14.1	16.3	4.8	44	542	KTSM-F
7. KLTO-F	(AC)	48/ 5.5	3.0	2.8	5.1	5.9	4.1	48/813	771/17.0	10.1	15.0	3.5	32	530	KLTO-F
8. KEZB-F	(CHR)	47/ 5.4	3.6	6.2	4.6	4.3	4.9	58/1276	962/21.2	16.7	18.4	6.2	56	897	KEZB-F
9. KAMA	(SP)	44/ 5.1	6.5	5.9	4.8	4.9	5.6	59/720	619/13.6	11.7	4.0	4.8	44	519	KAMA
10. KAMZ-F	(AC)	36/ 4.2	3.5	4.3	4.7	7.1	4.2	36/711	693/15.3	12.3	18.6	5.6	51	726	KAMZ-F
11. KTSM	(N/T)	28/ 3.2	3.6	3.0	2.4	3.1	3.0	30/410	372/ 8.2	8.5	8.6	3.5	32	434	KTSM
12. KHEY	(C)	26/ 3.0	4.4	2.6	2.9	2.5	3.2	34/558	431/ 9.5	11.1	10.7	2.9	26	391	KHEY
13. KROD	(AC)	22/ 2.5	3.5	2.9	1.9	3.9	2.7	31/613	435/ 9.6	10.2	11.2	2.6	24	394	KROD

12+ FM SHARE (METRO): 77.20% (613 of 794) (WIN 89: 76.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F>>	1 KLAQ-F>	1 KLAQ-F	1 KOFX-F<	1 KHEY-F	1 KHEY-F<	1 KPRR-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>	1 KLAQ-F
2 KLAQ-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F<	2 KOFX-F<	2 KTSM-F	2 KHEY-F	2 KLAQ-F>	2 KLAQ-F	2 KLAQ-F>	2 KTSM
3	3 KHEY-F	3 KPRR-F	3 KHEY-F	3 KLAQ-F	3 KBNA-AF	3 KLAQ-F	3 KPRR-F	3 KHEY-F>	3 KHEY-F	3 KPRR-F
4	4 KOFX-F	4 KOFX-F	4 KLTO-F	4 KLTO-F	KAMA >	4 KAMA	4 KBNA-AF<	4 KOFX-F	4 KAMZ-F<	KHEY-F
5	5 KLTO-F	5 KLTO-F	5 KBNA-AF	5 KBNA-AF	5 KTSM	5 KLTO-F<	5 KTSM-F	5 KLTO-F	5 KTSM-F<	KHEY
6	6	6 KEZB-F	6 KPRR-F	6 KPRR-F	6	6 KEZB-F	KOFX-F	6 KBNA-AF	6 KOFX-F	6
7	7	7	7	7	7	7 KBNA-AF	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KPRR-F	1 KHEY-F	1 KLTO-F	1 KHEY-F	1 KHEY-F
2 KHEY-F>	2 KPRR-F	2 KOFX-F	2 KPRR-F	2 KLTO-F
3 KLAQ-F	3 KLTO-F	3 KHEY-F>	3 KLTO-F	3 KOFX-F
4 KBNA-AF	4 KOFX-F	4 KPRR-F	4 KOFX-F	4 KBNA-AF
5 KEZB-F>	KLAQ-F	KLAQ-F	5 KBNA-AF<	KEZB-F
6 KLTO-F>	6 KEZB-F	KEZB-F	6 KLAQ-F<	6 KPRR-F
7 XHGU-F	7	7	7 KEZB-F	7
KAMZ-F>	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLAQ-F	1 KLAQ-F>>	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F
2 KPRR-F>>	2 KPRR-F>	2 KOFX-F>	2 KHEY-F	2 KOFX-F
3 KHEY-F>	3 KOFX-F	3 KHEY-F	3 KPRR-F	3 KHEY-F>
4 KEZB-F>	KHEY-F	4 KPRR-F	KOFX-F	4 KBNA-AF
5 KROD >	5	KLTO-F	5	KLTO-F
6	6	6 KBNA-AF>	6	6
	7	7	7	7
	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KELP	1590	El Paso	0.7/2.1/ 9/ 122
KEZB	1150	El Paso	1.3/4.2/ 11/ 192
KPAS-F	103.1	Fabens/El Paso	1.2/1.7/ 10/ 77
KVIV	1340	El Paso	1.2/3.0/ 11/ 144
XHGU-F	105.9	Ciudad Juarez	0.6/3.5/ 5/ 167
XHIM-F	105.1	Ciudad Juarez	0.9/3.0/ 8/ 138
XHNZ-F	107.5	Ciudad Juarez	0.8/3.0/ 7/ 136
XHPX-F	98.3	Ciudad Juarez	0.8/2.8/ 7/ 126
XROK	800	Ciudad Juarez	1.5/4.1/ 14/ 204

RADIO STATIONS

KAMA,	750,	10 KW/1 KW (DA-2) ,	HISPANIC	, $	33.00 (Caballero)	Pinnacle
KBNA,	920,	1 KW/500 W (DA-N),	SIMULCAST WITH KBNA-F			
KHEY,	690,	10 KW (DA-2) ,	COUNTRY	ABC I, $	N/A (Katz)	
KROD,	600,	5 KW (DA-2) ,	OLDIES	ABC E, $	18.00 (HNWH)	
KTSM,	1380,	5 KW/500 W ,	TALK/NEWS	TALKNT, CBS, $	20.00 (HNWH)	
KAMZ-F,	93.1,	30 KW @ 1190,	AC	, $	31.00 (Eastman)	Pinnacle
KBNA-F,	97.5,	60 KW @ 1080,	HISPANIC	, $	40.00 (Katz Hisp.)	Tichenor
KEZB-F,	93.9,	96 KW @ 1210,	CHR	, $	34.00 (Christal)	
KHEY-F,	96.3,	88 KW @ 1388,	COUNTRY	, $	70.00 (Katz)	
KLAQ-F,	95.5,	100 KW @ 1390,	AOR	ABC R, $	50.00 (HNWH)	
KLTO-F,	94.7,	61 KW @ 1080,	AC	, $	29.00 (Republic)	
KOFX-F,	92.3,	100 KW @ 1860,	AC	US 1, $	30.00 (Mc-Guild)	
KPRR-F,	102.1,	100 KW @ 1190,	CHR	, $	41.00 (Torbet)	
KTSM-F,	99.9,	100 KW @ 1800,	BTFL/EZ	NBC, CBS, $	30.00 (HNWH)	

FRESNO

Arbitron Rank/Pop (12+): 71/505,300

MSA Rank/Pop: 82/611,000
ADI # 62
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 27/25
Diaries: 936/540:1/50.0%
Sample Target: 890
% Below Line: 0.8
% Not Listed: 14.9

1989 Revenue: $18,500,000
HH Inc.: $27,283
Retail $: 3.8 Bil
Pop per Station: 20,212
#1 Biller: KMJ $3,100,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. KNAX-F	(C)	82/10.0	8.6	9.2	5.6	7.0	8.4	111/969	817/16.2	16.1	15.0	9.0	76	796	KNAX-F
2. KMJ	(N/T)	81/ 9.8	11.1	5.8	7.6	11.6	8.6	139/1812	1064/21.1	21.4	20.3	9.3	79	770	KMJ
3. KBOS-F	(CHR)	61/ 7.4	9.0	8.3	8.1	7.5	8.2	140/1930	952/18.8	17.1	18.9	11.6	98	1316	KBOS-F
4. KYNO-F	(CHR)	50/ 6.1	6.0	5.4	4.8	4.6	5.6	74/1324	952/18.8	17.4	14.2	7.8	66	1077	KYNO-F
5. KJOI-F	(EZ)	49/ 5.9	4.7	5.7	8.8	6.1	6.3	88/1193	653/12.9	13.7	12.7	6.4	54	691	KJOI-F
6. KFRE	(C)	40/ 4.9	4.1	2.3	4.0	3.0	3.8	85/1121	502/ 9.9	8.8	7.7	3.7	31	403	KFRE
7. KKDJ-F	(AOR)	34/ 4.1	6.1	5.5	5.5	8.3	5.3	57/1058	664/13.1	13.0	15.5	7.3	62	733	KKDJ-F
8. KFSO-F	(O)	32/ 3.9	5.7	5.3	5.0	5.4	5.0	74/1179	617/12.2	14.2	14.3	3.9	33	540	KFSO-F
9. KRZR-F	(AOR)	30/ 3.6	5.2	4.8	5.1	5.9	4.7	55/978	593/11.7	13.1	17.5	7.3	62	876	KRZR-F
KFYE-F	(AC)	30/ 3.6	3.1	1.8	2.9	3.3	2.8	49/902	539/10.7	9.2	8.9	2.5	21	589	KFYE-F
11. KTHT-F	(AC)	29/ 3.5	2.2	1.7	1.8	2.0	2.3	38/744	541/10.7	8.2	5.1	3.9	33	397	KTHT-F
12. KEZL-F	(J/NA)	24/ 2.9	2.8	2.4	2.2	1.2	2.6	30/311	280/ 5.5	4.6	2.3	2.6	22	325	KEZL-F
13. KFIG-F	(AC)	23/ 2.8	2.5	3.8	3.5	3.9	3.2	24/500	468/ 9.3	9.1	13.2	1.5	13	567	KFIG-F
14. KGST	(SP)	22/ 2.7	3.8	4.0	4.5	2.5	3.8	30/414	331/ 6.6	6.6	5.2	2.5	21	259	KGST
15. KZRZ-F	(AOR)	20/ 2.4	1.7	2.4	2.2	3.3	2.2	47/551	253/ 5.0	5.2	8.1				KZRZ-F
16. KEYQ	(BB)	16/ 1.9	1.0	1.5	0.9	----	1.3	19/273	223/ 4.4	2.3	0.0	0.5	4	129	KEYQ
17. KXMX-F	(SP)	13/ 1.6	0.7	0.6	0.9	0.8	0.9	16/262	226/ 4.5	2.8	2.7	0.2	2	131	KXMX-F

12+ FM SHARE (METRO): 69.61% (488 of 701) (WIN 89: 73.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F	1 KBOS-F>	1 KNAX-F	1 KNAX-F>	1 KNAX-F	1 KMJ	1 KMJ >	1 KNAX-F	1 KNAX-F	1 KBOS-F<	1 KMJ >>
2 KYNO-F>>	2 KRZR-F	2 KBOS-F	2 KMJ	2 KMJ >	2 KNAX-F>	2 KNAX-F>	2 KMJ	2 KBOS-F	2 KMJ	2 KFYE-F>
3	KKDJ-F	3 KKDJ-F	3 KFSO-F<	3 KFSO-F<	3 KJOI-F	3 KFRE <	3 KJOI-F>	3 KYNO-F>	3 KYNO-F>	3 KZRZ-F
4	4 KYNO-F	4 KMJ <	4 KKDJ-F	4 KFRE	4 KFRE >	4 KBOS-F	4 KFRE	4 KJOI-F<	4 KNAX-F<	KYNO-F
5	5 KTHT-F	5 KYNO-F	KFRE	5 KKDJ-F<	5 KFSO-F	5 KJOI-F	5	5 KMJ <	5 KRZR-F	5 KFRE
6	KNAX-F<	KFSO-F	6	6 KJOI-F	6	6	6	6 KKDJ-F	6	6 KFSO-F
7	7 KZRZ-F	7 KTHT-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F	1 KBOS-F	1 KRZR-F	1 KNAX-F>	1 KNAX-F>	1 KBOS-F>>	1 KKDJ-F	1 KKDJ-F>	1 KKDJ-F	1 KMJ >
2 KNAX-F	2 KRZR-F	KBOS-F	2 KBOS-F	2 KJOI-F	2 KZRZ-F	KBOS-F>	2 KMJ	2 KMJ	2 KNAX-F
3 KYNO-F	3 KNAX-F	3 KTHT-F	3 KYNO-F	3 KFSO-F>	KYNO-F	3 KZRZ-F	3 KFYE-F	3 KNAX-F	KFRE
KRZR-F	4 KYNO-F	KNAX-F	4 KFSO-F	4 KYNO-F	KTHT-F	4 KYNO-F	4 KZRZ-F	4 KFRE	4 KKDJ-F>
5 KZRZ-F	KTHT-F	KJOI-F	5 KJOI-F	KBOS-F	5 KRZR-F	KFYE-F	5 KYNO-F	5 KBOS-F	5 KFSO-F
KTHT-F	6	6	6 KTHT-F	6 KMJ	6 KKDJ-F	6 KRZR-F	KRZR-F	6 KFYE-F	KEZL-F
7	7	7	KRZR-F	7	KFYE-F	7	KEZL-F	7	7 KFYE-F

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KBIF	900	Fresno	0.6/1.5/ 5/ 86
KFIG	1430	Fresno	0.5/2.0/ 4/ 103
KKAM	1340	Fresno	0.5/1.8/ 4/ 105
KOQO	790	Clovis/Fresno	1.2/1.9/ 23/ 141
KOQO-F	101.9	Fresno	1.3/3.9/ 18/ 363
KRDU	1130	Dinuba	0.6/2.4/ 12/ 213
KXEX	1550	Fresno	1.5/4.0/ 12/ 222
KYNO	1300	Fresno	0.8/4.3/ 22/ 383
KJOP	1240	Lemoore	0.5/1.3/ 4/ 87
KNBR	680	San Francisco	0.4/1.5/ 10/ 165

RADIO STATIONS

KFRE,	940,	50 KW (DA-2)	, COUNTRY	ABC D,	$ 30.00	(HNWH)	First Sierra
KGST,	1600,	5 KW (DA-N)	, HISPANIC	,	$ 24.00	(Lotus)	Lotus
KKAM,	1340,	1 KW	, BLACK	CBS,	$ 20.00	(CBS)	
KMJ ,	580,	5 KW	, NEWS/TALK	TALKNT,	$ 53.00	(Katz)	Henry
KOQO,	790,	500W (DAYS,DA)	, HISPANIC	CRC,	$ 21.00	(Caballero)	Group III
KXEX,	1550,	5 KW/2.5 KW(DA-2)	, HISPANIC	,	$ 23.00	(SBS)	
KYNO,	1300,	5 KW/1 KW (DA-N)	, OLDIES	SMN,	$ 19.00	(Banner)	Brown
KBOS-F,	94.9,	16 KW @ 847,	CHR	ABC F,	$ 37.00	(CBS)	(TULARE)
KCLQ-F,	107.5,	21 KW @ 790,	AOR	,	$ 31.00	(Republic)	Liggett (HANFORD)
KEZL-F,	96.7,	25 KW @ 300,	SOFT AC	,	$ 22.00	(K & P)	(FOWLER)
KFIG-F,	101.1,	50 KW @ 310,	AC	,	$ 40.00	(Eastman)	
KFSO-F,	92.9,	10 KW @ 800,	OLDIES	,	$ 40.00	(CBS)	Americom (VISALIA)
KFYE-F,	93.7,	68 KW @ 1912,	AC	,	$ 32.00	(Katz)	Henry
KJFX-F,	95.7,	18 KW @ 850,	CLASSIC AOR	SMN,	$ 42.00	(Banner)	Brown
KKDJ-F,	105.9,	2 KW @ 1960,	AOR	,	$ 48.00	(Durpetti)	
KRZR-F,	103.7,	50 KW @ 500,	CHR	,	$ 38.00	(Christal)	Olympia (HANFORD)
KNAX-F,	97.9,	48 KW @ 290,	COUNTRY	ABC E,	$ 40.00	(HNWH)	First Sierra
KJOI-F,	98.9,	19 KW @ 820,	BTFL/EZ	,	$ 35.00	(MMR)	
KOQO-F,	101.9,	2 KW @ 1870,	HISPANIC	CRC,	$ 27.00	(Caballer)	Group III
KTHT-F,	102.7,	50 KW @ 500,	SOFT AC	,	$ 30.00	(Christal)	

MISCELLANEOUS COMMENTS: KEAP-A changes calls to KEYQ-A as of January...KOJY-F changes to KJOI-F as of February KCLQ-F changes to KZRZ-F as of February, 1990...

GRAND RAPIDS

Arbitron Rank/Pop (12+): 65/544,500

MSA Rank/Pop: 71/669,000
ADI # 37
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 21/16
Diaries: 1045/521:1/62.7%
Sample Target: 920
% Below Line: 7.7
% Not Listed: 15.5

1989 Revenue: $23,800,000
HH Inc.: $31,191
Retail $: 5.1 Bil
Pop per Station: 34,031
#1 Biller: WCUZ-AF $3,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WOOD-F	(EZ)	88/ 9.7	9.5	10.2	11.4	7.8	10.2	145/1888	1111/20.4	19.7	19.5	6.8	67	1063	WOOD-F
2. WGRD-F	(CHR)	82/ 9.1	8.0	10.6	8.3	7.7	9.0	127/2162	1259/23.1	24.8	25.4	14.3	141	1749	WGRD-F
3. WCUZ-F	(C)	77/ 8.5	11.0	7.0	7.0	8.0	8.4	130/1558	941/17.3	20.8	17.8	5.7	56	714	WCUZ-F
4. WODJ-F	(O)	67/ 7.4	3.9	0.4	0.7	0.6	3.1	117/1798	1053/19.3	8.7	2.6	7.8	77	808	WODJ-F
5. WLHT-F	(AC)	65/ 7.2	7.7	7.8	7.7	7.9	7.6	76/1051	782/14.4	18.4	17.4	7.4	73	726	WLHT-F
6. WOOD	(MOR)	59/ 6.5	6.4	5.5	7.4	7.2	6.4	65/884	800/14.7	13.3	13.6	5.1	50	484	WOOD
7. WLAV-F	(AOR)	58/ 6.4	8.5	5.8	7.9	7.7	7.2	87/1261	813/14.9	17.6	18.6	8.1	80	1032	WLAV-F
8. WKLQ-F	(CHR)	53/ 5.8	6.5	5.6	4.4	8.0	5.6	89/1492	898/16.5	19.3	23.4	6.6	65	1430	WKLQ-F
9. WMUS-F	(C)	45/ 5.0	4.4	4.2	4.8	5.5	4.6	115/1388	561/10.3	9.4	11.6	4.0	39	507	WMUS-F
10. WJFM-F	(O)	27/ 3.0	5.5	6.0	3.7	6.2	4.6	55/1081	542/10.0	12.7	17.1	3.1	31	588	WJFM-F
WFUR-F	(REL)	27/ 3.0	2.0	0.7	2.3	2.9	2.0	31/583	475/ 8.7	8.5	8.6	2.4	24	547	WFUR-F
12. WYXX-F	(AC)	26/ 2.9	1.6	2.7	2.1	2.4	2.3	39/651	407/ 7.5	7.3	7.7	1.6	16	319	WYXX-F
13. WSNX-F	(CHR)	25/ 2.8	3.2	5.6	3.7	5.0	3.8	106/1561	557/10.2	11.9	13.7	4.4	43	567	WSNX-F
14. WJQK-F	(REL)	14/ 1.5	0.8	1.0	1.0	0.9	1.1	15/378	310/ 5.7	3.9	3.2	2.0	20	244	WJQK-F
WCUZ	(C)	14/ 1.5	1.5	3.0	3.1	2.7	2.3	15/393	370/ 6.8	5.6	6.0	1.0	10	279	WCUZ

12+ FM SHARE (METRO): 85.38% (654 of 766) (WIN 89: 83.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WLAV-F	1 WODJ-F<	1 WODJ-F	1 WODJ-F	1 WOOD-F	1 WOOD-F	1 WOOD-F<	1 WGRD-F	1 WGRD-F>	1 WCUZ-F>>
2	2 WGRD-F	2 WLHT-F	2 WLHT-F	2 WLHT-F	2 WCUZ-F	2 WCUZ-F<	2 WLHT-F>	2 WOOD-F	2 WOOD-F	2 WKLQ-F
3	3 WKLQ-F	3 WLAV-F	3 WLAV-F	3 WCUZ-F	3 WOOD	3 WOOD	3 WODJ-F	WODJ-F<	3 WOOD <	3 WOOD
4	4 WLHT-F>	4 WGRD-F	4 WCUZ-F	4 WLAV-F	4 WODJ-F>	4 WLHT-F	WCUZ-F	4 WLHT-F<	4 WKLQ-F	4 WOOD-F
5	5 WODJ-F	5 WKLQ-F	5 WMUS-F	5 WOOD-F<	5 WLHT-F	5 WGRD-F	5 WLAV-F	5 WLAV-F<	5 WCUZ-F<	5 WODJ-F
6	6 WSNX-F	6 WCUZ-F	WGRD-F	6 WMUS-F	6 WMUS-F	6 WODJ-F	6 WGRD-F	6 WCUZ-F	6 WODJ-F<	6 WLHT-F
7	WJFM-F	7	7	7	7	7	7	7	7 WLAV-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F	1 WGRD-F	1 WGRD-F	1 WLHT-F	1 WLHT-F	1 WLAV-F	1 WLAV-F>	1 WLAV-F>	1 WLAV-F	1 WODJ-F
2 WLHT-F	2 WLHT-F>	2 WLHT-F	2 WGRD-F	2 WOOD-F<	2 WKLQ-F	2 WKLQ-F>	2 WKLQ-F	2 WODJ-F	2 WCUZ-F
3 WKLQ-F	3 WKLQ-F	3 WLAV-F	3 WODJ-F	3 WODJ-F	3 WGRD-F	3 WGRD-F	3 WJFM-F	3 WCUZ-F	3 WLAV-F
4 WSNX-F>	4 WLAV-F	4 WODJ-F	4 WKLQ-F	4 WOOD	4 WCUZ-F>>	4 WCUZ-F	4 WLHT-F	4 WKLQ-F	4 WLHT-F
5 WYXX-F	5 WSNX-F	5	5 WOOD-F	5 WGRD-F	5	5 WJFM-F	5 WODJ-F	5 WGRD-F	5 WJFM-F
6	6	6	WOOD	6 WCUZ-F	6	6 WODJ-F	6	6 WJFM-F	6 WMUS-F
7	7	7	7	7	7	7	7	7	7 WKLQ-F

OTHER RATED STATIONS			METRO SHARE/CUME RTG/ TSA AQH/TSA CUME
WFUR	1570	Grand Rapids	0.1/1.1/ 1/ 62
WHTC	1450	Holland	1.0/3.1/ 14/ 268
WKTH	1410	Grand Rapids	0.4/1.9/ 4/ 110
WKWM	1140	Kentwood/Gr.Rpd	1.4/2.2/ 13/ 119
WLAV	1340	Grand Rapids	0.9/2.0/ 8/ 111
WWJQ	1260	Zeeland/Holland	0.4/1.5/ 5/ 126

RADIO STATIONS

AM STATIONS

WCUZ,	1230,	1 KW	, SEE WCUZ-F				
WFUR,	1570,	1 KW	, RELIGION	,	$ 10.00	(Patt)	Kuiper
WKWM,	1140,	5 KW (DAYS,DA)	, BLACK	SBN,	$ 16.00	(Patt)	
WOOD,	1300,	5 KW (DA-N)	, MOR	NBC,	$ 55.00	(Katz)	United Artists

FM STATIONS

WCUZ-F,	101.3,	50 KW @ 420,	COUNTRY	ABC I,	$ 75.00	(Christal)	Federated
WFUR-F,	102.9,	48 KW @ 510,	RELIGION	,	$ 15.00	(Patt)	Kuiper
WGRD-F,	97.9,	13 KW @ 590,	CHR	ABC C,	$ 35.00	(Durpetti)	Regional
WJFM-F,	93.7,	320 KW @ 780,	OLDIES	CBS,	$ 31.00	(Mc-Guild)	
WKLQ-F,	94.5,	50 KW @ 500,	CHR/AOR	ABC F,	$ 50.00	(Eastman)	Bloomington (HOLLAND)
WLAV-F,	96.9,	50 KW @ 500,	AOR	SOURCE,	$ 70.00	(MMR)	Adams
WLHT-F,	95.7,	41 KW @ 554,	AC	,	$ 65.00	(Republic)	Liggett
WOOD-F,	105.7,	265 KW @ 810,	BTFL/EZ	,	$ 61.00	(Katz)	United Artists
WYXX-F,	96.1,	50 KW @ 420,	SOFT AC	,	$ 24.00	(Patt)	(HOLLAND)
WMUS-F,	106.9,	50 KW @ 480,	COUNTRY	ABC D,	$ 36.00	(HNWH)	(MUSKEGON)
WODJ-F,	107.3,	50 KW @ 500,	OLDIES	UPI, MBS,	$ 14.00	(Patt)	Goodrich (GREENVILLE)
WSNX-F,	104.5,	50 KW @ 360,	CHR	,	$ 33.00	(Banner)	Goodrich (MUSKEGON)

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GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400

MSA Rank/Pop: 57/913,600
ADI # 47
Average Person Ratings: 17.8
Market TSL: 23.00 hours

Stations: 30/24
Diaries: 1091/722:1/55.9%
Sample Target: 1100
% Below Line: 3.1
% Not Listed: 11.4

1989 Revenue: $22,000,000
HH Inc.: $26,025
Retail $: 7.3 Bil
Pop per Station: 32,808
#1 Biller: WTQR-F $4,250,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	WTQR-F	(C)	255/18.2	13.8	15.3	15.9	15.1	15.8	433/4077	2295/29.1	22.9	28.9	19.1	262	2447	WTQR-F
2.	WKRR-F	(AOR)	143/10.2	9.6	11.4	9.2	8.1	10.1	200/2365	1523/19.3	17.5	18.7	10.4	143	1450	WKRR-F
3.	WJMH-F	(B)	99/ 7.1	8.8	7.1	11.5	7.6	8.6	172/2186	1558/19.8	18.6	17.2	12.0	165	1548	WJMH-F
4.	WWWB-F	(AC)	81/ 5.8	5.2	4.6	3.9	4.4	4.9	123/1734	1047/13.3	11.7	11.5	2.6	36	655	WWWB-F
	WSJS	(N/T)	81/ 5.8	4.5	3.8	4.8	5.1	4.7	82/855	832/10.6	9.6	13.2	4.4	60	756	WSJS
	WQMG-F	(B)	81/ 5.8	4.5	4.8	4.0	4.1	4.8	114/1335	914/11.6	9.9	10.6	6.9	94	1372	WQMG-F
	WMAG-F	(AC)	81/ 5.8	6.9	5.0	5.7	5.5	5.8	143/1753	1082/13.7	15.4	13.6	5.8	80	1110	WMAG-F
8.	WKZL-F	(CHR)	66/ 4.7	6.0	5.6	5.8	5.5	5.5	103/2037	1304/16.6	14.6	18.2	6.7	92	1279	WKZL-F
9.	WKSI-F	(CHR)	59/ 4.2	3.9	3.4	3.9	3.9	3.8	106/1958	1147/14.6	13.1	15.2	4.7	64	1251	WKSI-F
10.	WWMY-F	(EZ)	48/ 3.4	3.0	1.9	2.4	3.2	2.7	69/876	547/ 6.9	8.0	5.9	2.4	33	310	WWMY-F
	WMQX-F	(O)	48/ 3.4	4.9	4.2	4.2	4.8	4.2	99/1634	885/11.2	12.0	12.1	4.7	65	859	WMQX-F
12.	WMFR	(AC)	26/ 1.9	1.9	1.5	2.7	2.0	2.0	26/307	307/ 3.9	5.0	3.9	2.0	28	367	WMFR
13.	WPCM-F	(C)	22/ 1.6	1.4	1.9	2.0	1.1	1.7	83/1256	359/ 4.6	4.3	5.5	0.8	11	228	WPCM-F
14.	WWGL-F	(REL)	18/ 1.3	1.0	2.3	1.4	0.8	1.5	24/478	340/ 4.3	3.2	2.7	1.1	15	233	WWGL-F
	WHPE-F	(REL)	18/ 1.3	1.4	1.1	2.2	2.0	1.5	36/639	382/ 4.9	3.7	4.1	1.1	15	396	WHPE-F

12+ FM SHARE (METRO): 85.86% (1063 of 1238) (WIN 89: 81.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F	1 WKRR-F>	1 WTQR-F<	1 WTQR-F	1 WTQR-F>	1 WTQR-F>>	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F>	1 WJMH-F<	1 WTQR-F>>
2 WKSI-F	2 WTQR-F	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS >	2 WKRR-F	2 WKRR-F>	2 WKRR-F	2 WTQR-F<	2 WJMH-F<
3 WKZL-F>>	3 WJMH-F<	3 WMAG-F<	3 WMAG-F	3 WMAG-F<	3 WWWB-F	3 WSJS	3 WWWB-F	3 WJMH-F>	3 WKRR-F	3 WQMG-F
4	4 WQMG-F	4 WJMH-F<	4 WWWB-F	4 WWWB-F	4 WWMY-F	4 WMAG-F	4 WMAG-F>	4 WMAG-F	4 WKSI-F>	4 WSJS
5	5 WMAG-F	5 WQMG-F<	5 WJMH-F<	5 WJMH-F<	5 WMAG-F	5 WWWB-F	5 WWMY-F	5 WWWB-F	5 WQMG-F	WKRR-F
6	6 WKZL-F<	6 WWWB-F	6 WQMG-F	6 WQMG-F	6 WKRR-F	6	WSJS	6 WQMG-F	6 WKZL-F	6 WMFR
7	7 WWWB-F	7	7 WMQX-F	7 WMQX-F	7 WMQX-F	7	7	7	7	7 WWWB-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F>	1 WKRR-F>	1 WKRR-F	1 WTQR-F	1 WTQR-F>	1 WKRR-F>	1 WKRR-F>	1 WKRR-F>	1 WTQR-F<	1 WTQR-F>
2 WKZL-F	2 WMAG-F	2 WMAG-F>	2 WKRR-F	2 WMAG-F	2 WTQR-F	2 WTQR-F>	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>
3 WQMG-F	3 WQMG-F	3 WTQR-F	3 WMAG-F>	3 WKRR-F	3 WJMH-F	3 WJMH-F	3 WQMG-F	3 WJMH-F	3 WWWB-F
4 WWWB-F	WKZL-F	WJMH-F	4 WWWB-F<	4 WWWB-F	4 WQMG-F>	4 WQMG-F>>	WJMH-F	4 WQMG-F	4 WJMH-F
WJMH-F	WJMH-F	5 WQMG-F	5 WQMG-F	5 WQMG-F	5 WKSI-F>	5 WWWB-F	5	5 WWWB-F>	5 WQMG-F
6 WKSI-F	6 WTQR-F	6 WKZL-F	6 WJMH-F<	6 WJMH-F	6	WMAG-F	6	6 WMAG-F	6 WMQX-F<
7 WTQR-F	7 WWWB-F	7 WWWB-F	7 WKZL-F	7 WMQX-F	7	7	7	7 WMQX-F	7 WMAG-F
WMAG-F>>									

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
WAAA	980	Winston-Salem	0.8/3.1/ 11/ 247	WDCG-F	105.1	Durham/Raleigh	0.4/2.8/ 38/ 934
WKEW	1400	Greensboro	0.6/2.5/ 9/ 195	WFMX-F	105.7	Statesville	1.1/3.9/ 32/ 665
WKXR	1260	Asheboro	0.4/1.9/ 9/ 172	WMXC-F	104.7	Charlotte	0.4/1.8/ 22/ 462
WMQX	1340	Winston-Salem	0.2/1.0/ 3/ 83	WRFX-F	99.7	Kannapolis/Chrl	0.5/0.8/ 30/ 347
WPET	950	Greensboro	0.6/1.4/ 9/ 133	WROV-F	96.3	Martinsville	0.4/1.3/ 33/ 360
WQMG	1510	Greensboro	0.6/1.8/ 9/ 142	WSOC-F	103.7	Charlotte	0.4/1.7/ 74/ 917
WSMX	1500	Winston-Salem	0.3/1.0/ 4/ 75				
WTNC	790	Thomasville	1.0/1.6/ 14/ 128				
WTOB	1380	Winston-Salem	0.3/1.4/ 4/ 112				

RADIO STATIONS

WAAA, 980, 1 KW	, BLACK	NBN, $ 17.00 (---)		
WMFR, 1230, 1 KW	, NOSTALGIA	ABC I, APR, $ 25.00 (MMR)	Voyager	
WSJS, 600, 5 KW (DA-2)	, MOR	NBC, MBS, $ 49.00 (Mc-Guild)	New Market	
WHPE-F, 95.5, 100 KW @ 440	, RELIGION	, $ 14.00 (---)		
WJMH-F, 102.1, 61 KW @ 1160	, URBAN/CHR	, $ 50.00 (HNWH)	Beasley	(REIDSVILLE)
WKRR-F, 92.3, 100 KW @ 1276	, CLASSIC AOR	, $ 68.00 (MMR)	Dick	
WKSI-F, 98.7, 100 KW @ 800	, CHR	, $ 47.00 (Republic)	Bahakel	
WKZL-F, 107.5, 100 KW @ 500	, CHR	ABC R, $ 55.00 (Katz)	Nationwide	
WMAG-F, 99.5, 100 KW @ 1500	, AC	, $ 75.00 (MMR)	Voyager	
WMQX-F, 93.1, 100 KW @ 1050	, OLDIES	, $ 40.00 (Durpetti)	Ralph Guild	
WPCM-F, 101.1, 100 KW @ 1176	, COUNTRY	MBS, $ N/A (---)		(BURLINGTON)
WQMG-F, 97.1, 100 KW @ 550	, BLACK	RADRAD, $ 43.00 (HNWH)		
WTQR-F, 104.1, 100 KW @ 1420	, COUNTRY	MBS, $ 95.00 (Mc-Guild)	New Market	
WWMY-F, 94.5, 100 KW @ 1000	, BTFL/EZ	US 2, $ 25.00 (Katz)		(EDEN)
WWWB-F, 100.3, 100 KW @ 1049	, AC	US 2, $ 44.00 (Mc-Guild)		

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200

MSA Rank/Pop: 87/584,900
ADI # 46 (w/York & Lancaster)
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 26/16
Diaries: 946/526:1/58.9%
Sample Target: 880
% Below Line: 21.0
% Not Listed: 14.7

1989 Revenue: $13,100,000
HH Inc.: $29,989
Retail $: 5.2 Bil
Pop per Station: 31,075
#1 Biller: WYNK-F $5,700,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	135/15.3	19.6	17.0	19.0	19.9	17.7	157/2212	1757/35.3	37.1	35.8		24.9	167	1706	WNNK-F
2. WRKZ-F	(C)	61/ 6.9	9.7	7.2	9.9	10.7	8.4	163/2001	743/14.9	16.7	18.0		5.8	39	469	WRKZ-F
3. WTPA-F	(AOR)	59/ 6.7	6.6	6.3	6.6	5.8	6.6	90/1035	701/14.9	12.6	13.0		10.4	70	605	WTPA-F
4. WHP	(MOR)	56/ 6.4	5.9	5.4	6.1	8.7	5.9	68/879	684/13.8	15.7	15.5		8.5	57	817	WHP
5. WNCE-F	(EZ)	51/ 5.8	4.5	6.0	7.4	5.7	5.9	170/1701	642/12.9	8.8	12.9		4.0	27	283	WNCE-F
6. WWKL-F	(AC)	47/ 5.3	3.6	4.6	2.9	3.1	4.1	74/886	481/ 9.7	7.9	6.0		5.5	37	395	WWKL-F
7. WXBB-F	(AC)	44/ 5.0	0.9	0.9	1.1	2.3	2.0	50/742	545/11.0	4.4	7.0					WXBB-F
8. WQXA-F	(CHR)	42/ 4.8	5.6	3.9	2.8	2.3	4.3	108/1646	721/14.5	14.4	12.9		6.3	42	531	WQXA-F
9. WIMX-F	(AC)	36/ 4.1	5.4	4.1	4.6	5.8	4.6	42/775	656/13.2	12.5	14.9		2.8	19	442	WIMX-F
WHYL	(BB)	36/ 4.1	3.6	0.7	0.2	0.5	2.1	44/504	419/ 8.4	5.9	0.0		3.0	20	193	WHYL
11. WLBR	(MOR)	31/ 3.5	2.0	3.0	2.2	2.3	2.7	32/450	407/ 8.2	6.5	8.4					WLBR
12. WDAC-F	(REL)	24/ 2.7	1.7	0.9	0.8	1.2	1.5	89/983	307/ 6.2	4.7	5.7		0.7	5	115	WDAC-F
13. WHTF-F	(AOR)	21/ 2.4	1.8	2.9	1.7	1.6	2.2	77/1174	366/ 7.4	5.7	6.4		1.2	8	189	WHTF-F
14. WHYL-F	(C)	18/ 2.0	2.6	2.9	3.9	2.5	2.8	22/341	292/ 5.9	5.8	7.6		2.1	14	218	WHYL-F

12+ FM SHARE (METRO): 79.49% (597 of 751) (WIN 89: 81.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F	1 WNNK-F	1 WNNK-F>	1 WNNK-F>	1 WNNK-F>	1 WRKZ-F<	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>>	1 WQXA-F	1 WRKZ-F
2 WQXA-F	2 WTPA-F>>	2 WTPA-F	2 WWKL-F	2 WWKL-F	2 WNNK-F<	2 WHP	2 WTPA-F	2 WTPA-F	WNNK-F>>	2 WNNK-F>
3	3 WQXA-F	3 WWKL-F	3 WTPA-F	3 WRKZ-F<	3 WHP	3 WTPA-F	3 WWKL-F	WRKZ-F	3 WNCE-F>	3 WHP
4	4 WXBB-F	4 WRKZ-F	4 WRKZ-F	4 WTPA-F	4 WNCE-F>	4 WRKZ-F>	4 WNCE-F<	4 WNCE-F	4 WRKZ-F	4 WLBR
5	WIMX-F	5 WIMX-F	5 WXBB-F	5 WXBB-F<	5 WHYL	5 WNCE-F<	5 WRKZ-F	5 WXBB-F	5 WXBB-F	5
6	6 WWKL-F	6	6	6 WNCE-F<	6	6 WWKL-F	WHP <	6 WWKL-F<	6 WTPA-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WTPA-F>>	1 WTPA-F>	1 WTPA-F>	1 WTPA-F	1 WNNK-F<
2 WQXA-F>	2 WTPA-F	2 WWKL-F	2 WIMX-F	2 WNCE-F	2 WNNK-F>>	2 WNNK-F>	2 WNNK-F>	2 WNNK-F	2 WWKL-F
3 WTPA-F	WIMX-F	WIMX-F	3 WRKZ-F	3 WXBB-F	3 WYCR-F	3 WHTF-F>	3 WHTF-F	3 WWKL-F>	3 WTPA-F
4 WIMX-F>>	4 WQXA-F	4 WTPA-F	4 WQXA-F	WWKL-F	4 WQXA-F	4 WQXA-F	4 WXBB-F	4 WRKZ-F	4 WRKZ-F>
5 WXBB-F>	5 WXBB-F	5 WXBB-F>>	WWKL-F	WRKZ-F	WHTF-F>>	5 WXBB-F>	5 WQXA-F	5 WHTF-F	5 WXBB-F
6	WWKL-F>>	6	WTPA-F	WIMX-F>	6	6	WWKL-F	6	6

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WAHT	1510	Annville-Cleona	0.5/1.8/ 7/ 130
WCMB	1460	Harrisburg	1.3/4.9/ 14/ 319
WHGB	1400	Harrisburg	0.5/1.4/ 6/ 88
WKBO	1230	Harrisburg	1.0/3.3/ 12/ 204
WUFM-F	100.1	Lebanon	1.4/3.1/ 13/ 182
WWII	720	Shirmnstwn/Hrsb	0.3/1.6/ 3/ 102
WARM-F	103.3	York	1.8/5.2/164/1862
WGCB-F	96.1	Gettysburg	0.6/1.7/ 14/ 265
WGRX-F	100.7	Westmnstr/Balt.	0.6/2.8/ 28/ 568
WGTY-F	107.7	Gettysburg	0.3/2.0/ 61/ 661
WIAN-F	96.9	Lancaster	0.7/3.8/ 73/1387
WYCR-F	98.5	York/Hanover	1.4/5.7/ 71/1427

RADIO STATIONS

WCMB, 1460, 5 KW (DA-N) , OLDIES	NBC, TALKNT, $ 20.00 (Eastman)		
WHP , 580, 5 KW (DA-N) , MOR	CBS, NBC, $ 33.00 (Katz)		
WLBR, 1270, 5 KW/1 KW (DA-2) , MOR	ABC I, $ 16.00 (K & P)		(LEBANON)
WWKL-F, 94.9, 25 KW @ 700, OLDIES	, $ 25.00 (Banner)	Barnstable	
WHYL-F, 102.3, 3 KW @ 328, COUNTRY	APR, $ 28.00 (---)		
WIMX-F, 99.3, 3 KW @ 328, AC	, $ 34.00 (Eastman)		
WNNK-F, 104.1, 22 KW @ 726, CHR	APR, $ 94.00 (Christal)	Keymarket	
WRKZ-F, 106.7, 50 KW @ 500, COUNTRY	ABC E, $ 70.00 (Torbet)	Zimmerman	
WTPA-F, 93.5, .8 KW @ 740, AOR	ABC R, $ 29.00 (Republic)		
WXBB-F, 97.3, 17 KW @ 840, SOFT AC	, $ 40.00 (Katz)		

MISCELLANEOUS COMMENTS: WHP-F changes calls to WXBB-F as of February, 1990...

OTHER RANKED STATIONS -- See York or Lancaster

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400

MSA Rank/Pop: 43/1,096,200
ADI # 23 (w/New Haven)
Average Person Ratings: 18.0
Market TSL: 23.75 hours

Staticns: 26/17
Diaries: 1299/756:1/54.6%
Sample Target: 1230
% Below Line: 17.0
% Not Listed: 12.5

1989 Revenue: $36,900,000
HH Inc.: $37,576
Retail $: 10.0 Bil
Pop per Station: 57,788
#1 Biller: WTIC $9,200,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	296/16.8	15.0	15.5	15.9	16.5	15.8	361/4044	3081/31.4	28.4	32.8		16.2	252	2479	WTIC
2. WTIC-F	(CHR)	186/10.5	11.2	12.7	13.7	10.3	12.0	292/4480	2808/28.6	29.8	27.6		16.1	251	3382	WTIC-F
3. WWYZ-F	(C)	160/ 9.1	7.8	5.7	7.4	5.7	7.5	296/2970	1515/15.4	15.8	12.7		8.2	127	1325	WWYZ-F
4. WRCH-F	(SAC)	145/ 8.2	7.6	8.0	9.0	9.4	8.2	251/3347	1709/17.4	17.0	17.7		5.4	84	1120	WRCH-F
5. WKSS-F	(CHR)	102/ 5.8	5.3	5.9	4.0	4.8	5.3	174/2477	1938/19.7	19.4	17.4		5.1	80	1573	WKSS-F
6. WIOF-F	(AC)	98/ 5.6	6.9	4.8	5.6	4.7	5.7	135/2193	1532/15.6	16.7	14.4		4.5	70	965	WIOF-F
7. WHCN-F	(AOR)	97/ 5.5	5.8	5.8	6.1	6.4	5.8	165/2776	1595/16.2	16.7	18.0		6.9	107	1637	WHCN-F
8. WCCC-F	(AOR)	87/ 4.9	5.8	6.6	5.1	6.1	5.6	170/2814	1468/14.9	16.7	16.6		7.3	113	1464	WCCC-F
9. WDRC-F	(O)	85/ 4.8	6.4	4.8	5.9	7.1	5.5	184/3145	1562/15.9	17.8	17.0		5.8	90	1413	WDRC-F
10. WPOP	(N/T)	58/ 3.3	2.6	2.5	1.9	2.4	2.6	61/1139	1025/10.4	9.0	10.0		2.0	31	615	WPOP
11. WPLR-F	(AOR)	32/ 1.8	1.0	0.9	1.1	1.2	1.2	98/1774	704/ 7.2	7.7	6.9		1.0	15	621	WPLR-F
12. WAQY-F	(AOR)	31/ 1.8	1.6	1.5	2.1	1.2	1.8	131/2218	784/ 8.0	6.9	5.8		2.2	34	778	WAQY-F
WNEZ	(EZ)	31/ 1.8	2.1	1.7	3.1	4.1	2.2	35/476	408/ 4.2	4.2	7.0		1.6	25	279	WNEZ

12+ FM SHARE (METRO): 69.75% (1077 of 1544) (WIN 89: 69.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F	1 WTIC-F	1 WTIC-F>	1 WTIC-F	1 WWYZ-F	1 WTIC >>	1 WTIC >>	1 WRCH-F	1 WTIC	1 WTIC >	1 WTIC >>
2 WKSS-F	2 WCCC-F<	2 WHCN-F	2 WWYZ-F	2 WTIC <	2 WWYZ-F	2 WTIC-F>	2 WTIC <	2 WTIC-F	2 WTIC-F>	2 WTIC-F>>
3	3 WHCN-F	3 WWYZ-F	3 WRCH-F	3 WTIC-F<	3 WRCH-F	3 WWYZ-F	3 WWYZ-F	3 WWYZ-F	3 WKSS-F	3 WIOF-F>
4	4 WKSS-F	4 WRCH-F<	4 WHCN-F<	4 WRCH-F	4	4 WRCH-F	4 WTIC-F	4 WRCH-F>	4 WWYZ-F>	4 WWYZ-F
5	5 WIOF-F	5 WIOF-F<	5 WTIC <	5 WIOF-F	5	5 WCCC-F<	5 WIOF-F	5 WKSS-F	5 WRCH-F	5
6	6 WWYZ-F	6 WCCC-F	6 WIOF-F	6 WHCN-F	6	6 WHCN-F	6 WHCN-F	WHCN-F<	6	6
7	WRCH-F	7 WTIC <	7 WDRC-F	7 WDRC-F	7	7	WDRC--F	7 WCCC-F	7	7
8	8	8 WKSS-F<	8	8	8	6	8	8	8	8
9	9	9 WDRC-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F	1 WTIC-F>	1 WTIC-F	1 WTIC-F>	1 WTIC-F	1 WTIC-F	1 WHCN-F	1 WHCN-F	1 WHCN-F	1 WWYZ-F
2 WCCC-F	2 WIOF-F	2 WIOF-F>	2 WIOF-F	2 WTIC <	2 WHCN-F	2 WTIC-F	2 WCCC-F	2 WWYZ-F	2 WHCN-F
3 WKSS-F>	3 WCCC-F	3 WWYZ-F	3 WRCH-F	3 WIOF-F<	3 WKSS-F	WCCC-F	3 WWYZ-F	3 WTIC-F	3 WRCH-F
4 WIOF-F>	4 WKSS-F>	WRCH-F	4 WTIC	4 WWYZ-F<	4 WCCC-F>	4 WKSS-F	4 WRCH-F	4 WCCC-F	4 WTIC-F
5 WKCI-F	5 WRCH-F	5 WHCN-F	5 WDRC-F	5 WRCH-F	5 WAQY-F	5 WWYZ-F	5 WTIC-F	5 WRCH-F<	5 WCCC-F
WHCN-F	WHCN-F	6 WDRC-F	6 WKSS-F	6 WDRC-F	6 WPLR-F>>	6 WRCH-F	6 WKSS-F	6 WKSS-F	6 WIOF-F<
7 WMAS-F	7	7 WKSS-F	7 WWYZ-F	7	7 WWYZ-F	7	7 WPLR-F	7	7 WAQY-F
WRCH-F	8	8 WCCC-F>	8	8	WIOF-F	8	WIOF-F	8	8
WDRC-F>>	9	9	9	9	WDRC-F>>	9	9	9	9

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
WBIS	1120	Bristol	0.5/1.1/ 8/ 104	WEZN-F	99.9	Bridgeport	0.4/1.2/ 75/1116
WCCC	1290	Hartford	0.1/0.6/ 1/ 85	WFAN	660	New York	1.2/4.1/ 69/1056
WCNX	1150	Middletown	0.3/1.6/ 6/ 197	WHYN-F	93.1	Springfield	0.5/1.8/117/1680
WDRC	1360	Hartford	1.2/4.3/ 23/ 521	WKCI-F	101.3	Hamden	1.2/6.6/128/2522
WKND	1480	Windsor	0.3/1.2/ 5/ 118	WMAS-F	94.7	Springfield	0.7/2.4/ 73/1172
WLVH	1230	Manchester	0.8/1.6/ 14/ 150	WWRX-F	103.7	Westerly/prov	0.3/1.2/ 47/ 739
WRYM	840	New Britain	0.3/0.8/ 13/ 120				

RADIO STATIONS

WDRC,	1360,	5 KW (DA-N)	, OLDIES	,	$ 33.00	(Mc-Guild)	Buckley	
WKND,	1480,	500 W (DAYS,DA)	, BLACK	NBN,	$ 20.00	(---)		
WNEZ,	910,	5 KW (DA-N)	, NOSTALGIA	,	$ 32.00	(Banner)		
WPOP,	1410,	5 KW (DA-2)	, NEWS/TALK	CBS,	$ 50.00	(Eastman)	Merv Griffin	
WTIC,	1080,	50 KW (DA-N)	, MOR	NBN,	$ 190.00	(Katz)	Chase	
WRYM,	840,	1 KW (DAYS)	, HISPANIC		$ 20.00	(Caballero)		
WCCC-F,	106.9,	23 KW @ 720,	AOR	SOURCE, ABC C,	$ 40.00	(Durpetti)		
WDRC-F,	102.9,	20 KW @ 810,	OLDIES	,	$ 100.00	(Mc-Guild)	Buckley	
WHCN-F,	105.9,	16 KW @ 867,	AOR	ABC R,	$ 61.00	(Christal)	Beck-Ross	
WIOF-F,	104.1,	18 KW @ 835,	AC	RADRAD,	$ 64.00	(Eastman)	Merv Griffin	(WATERBURY)
WKSS-F,	95.7,	17 KW @ 880,	CHR	APR,	$ 57.00	(MMR)	Precision	
WLVH-F,	93.7,	21 KW @ 780,	HISPANIC	CRC,	$ 28.00	(Katz Hisp.)	First City	
WRCH-F,	100.5,	8 KW @ 1250,	BTFL/EZ	ABC D,	$ 78.00	(Banner)		
WTIC-F,	96.5,	20 KW @ 810,	CHR	,	$ 155.00	(Katz)	Chase	
WWYZ-F,	92.5,	18 KW @ 860,	COUNTRY	US 2,	$ 53.00	(Banner)		(WATERBURY)

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400

MSA Rank/Pop: 61/836,400
ADI # No
Average Person Ratings: 17.5
Market TSL: 23.75 hours

Stations: 24/24
Diaries: 1029/678:1/51.3%
Sample Target: 1040
% Below Line: 0.0
% Not Listed: 5.3

1989 Revenue: $19,900,000
HH Inc.: $35,194
Retail $: 6.2 Bil
Pop per Station: 29,058
#1 Biller: KSSK $4,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KQMQ-AF	(CHR)	153/12.6	12.4	11.9	13.6	14.6	12.6	153/2090	2090/30.0	31.0	36.0					KQMQ-AF
2.	KSSK	(MOR)	145/11.9	9.8	13.0	9.2	8.8	11.0	145/1499	1499/21.5	20.1	22.0					KSSK
3.	KIKI-F	(CHR)	115/ 9.4	10.2	9.8	10.5	9.2	10.0	115/1480	1480/21.2	22.4	22.5					KIKI-F
4.	KSSK-F	(AC)	111/ 9.1	7.2	7.2	4.7	6.5	7.1	111/1552	1552/22.3	18.1	20.8					KSSK-F
5.	KUMU-AF	(EZ)	97/ 8.0	10.8	9.6	13.0	12.8	10.4	97/1162	1162/16.7	21.5	22.1					KUMU-AF
6.	KPOI-F	(AOR)	95/ 7.8	4.9	6.0	6.5	6.3	6.3	95/1035	1035/14.8	12.2	16.2					KPOI-F
7.	KRTR-F	(AC)	78/ 6.4	6.8	7.9	8.3	5.8	7.4	78/1036	1036/14.9	15.6	14.2					KRTR-F
8.	KCCN	(?)	55/ 4.5	4.4	5.1	7.1	6.3	5.3	55/785	785/11.3	11.0	13.3					KCCN
9.	KHFX-F	(CL AOR)	51/ 4.2	4.5	3.0	2.1	2.7	3.4	51/630	630/ 9.0	10.7	6.2					KHFX-F
10.	KHHH-F	(J/NA)	39/ 3.2	4.2	3.4	2.7	3.3	3.4	39/454	454/ 6.5	8.4	8.0					KHHH-F
	KGU	(T)	39/ 3.2	2.5	2.6	2.8	2.8	2.8	39/655	655/ 9.4	9.4	8.1					KGU
12.	KIKI	(O)	36/ 3.0	3.1	3.2	4.1	5.1	3.3	36/461	461/ 6.6	7.9	12.6					KIKI
13.	KHVH	(N/T)	32/ 2.6	4.0	4.1	3.5	3.8	3.5	32/632	632/ 9.1	15.2	13.2					KHVH
14.	KDEO-AF	(C)	30/ 2.4	3.9	2.5	3.9	2.6	3.2	30/540	540/ 7.7	9.6	4.9					KDEO-AF
15.	KAIM-F	(REL)	22/ 1.8	1.2	0.7	0.8	0.8	1.1	22/226	226/ 3.2	3.1	2.5					KAIM-F

12+ FM SHARE (METRO): 63.83% (736 of 1153) (WIN 89: 61.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF	1 KSSK	1 KSSK	1 KSSK	1 KQMQ-AF	1 KQMQ-AF	1 KIKI-F	1 KSSK >>
2 KQMQ-AF	2 KPOI-F	2 KSSK <	KSSK	2 KQMQ-AF	2 KUMU-AF>	2 KQMQ-AF>	2 KSSK <	2 KSSK <	2 KQMQ-AF	2 KPOI-F
3	3 KIKI-F	3 KSSK-F<	3 KSSK-F	3 KSSK-F	3 KSSK-F	3 KSSK-F	3 KUMU-AF<	3 KIKI-F	3 KRTR-F	3 KSSK-F
4	4 KSSK-F<	4 KPOI-F	4 KPOI-F>	4 KPOI-F	4 KCCN	4 KIKI-F	4 KSSK-F	4 KSSK-F	4 KUMU-AF<	4 KHFX-F
5	5 KRTR-F	5 KIKI-F	5 KUMU-AF	5 KUMU-AF	5 KQMQ-AF	5 KUMU-AF	5 KPOI-F	5 KPOI-F	5 KPOI-F	5
6	6	6 KRTR-F	6 KHHH-F	6 KRTR-F	6	KPOI-F	6 KIKI-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKI-F	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF>	1 KSSK	1 KQMQ-AF>	1 KPOI-F	1 KPOI-F>	1 KPOI-F	1 KPOI-F
2 KQMQ-AF>>	2 KIKI-F<	2 KSSK-F	2 KSSK	2 KQMQ-AF>	2 KIKI-F	2 KQMQ-AF>	2 KSSK-F	2 KQMQ-AF>	2 KSSK
3 KSSK-F	3 KSSK-F	3 KRTR-F	3 KSSK-F>	3 KSSK-F<	3 KPOI-F>	3 KIKI-F	KRTR-F	3 KSSK-F	3 KSSK-F
4 KRTR-F	4 KRTR-F	4 KPOI-F	4 KIKI-F<	4 KUMU-AF>	4 KRTR-F	4 KRTR-F	4 KHHH-F	4 KSSK	4 KQMQ-AF
5 KPOI-F>	5 KPOI-F	5 KSSK	5 KRTR-F	5 KRTR-F	KHFX-F>	5 KHFX-F	KHFX-F	KIKI-F	5 KHHH-F
6 KHFX-F>>	6 KHFX-F	KIKI-F	6 KUMU-AF	6	6 KSSK-F	6 KSSK-F	6 KQMQ-AF>	6 KRTR-F	6 KRTR-F
7	7	7	7	7	KSSK >>	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KISA	1540	Honolulu	0.5/0.0/ 6/ 68
KLHT	1040	Honolulu	0.6/2.1/ 7/ 146
KNDI	1270	Honolulu	0.5/1.4/ 6/ 95
KOHO	1170	Honolulu	1.0/1.7/ 12/ 120
KWAI	1080	Honolulu	0.6/2.2/ 7/ 150
KZOO	1210	Honolulu	1.4/1.9/ 17/ 133

RADIO STATIONS

KCCN, 1420, 5 KW , ETHNIC , $ 25.00 (Roslin)
KDEO, 940, 10 KW , COUNTRY MBS, $ 21.00 (K & P)
KGU , 760, 10 KW , TALK CBS, ABC T, $ 20.00 (Banner)
KHVH, 990, 5 KW , NEWS/TALK NBC, ABC I, $ 28.00 (HNWH)
KIKI, 830, 10 KW , OLDIES , $ 24.00 (Christal) Henry
KSSK, 590, 5 KW , MOR/AC , $ 90.00 (Eastman) Heftel

KAIM-F, 95.5, 100 KW @ 421, RELIGION , $ 10.00 (---)
KDEO-F, 102.7, 100 KW @ 1580, COUNTRY (?) MBS, $ 23.00 (K & P)
KHHH-F, 98.5, 100 KW @ 280, JAZZ/NAC SMN, $ 24.00 (HNWH)
KIKI-F, 93.9, 100 KW @ 421, CHR , $ 37.00 (Christal) Henry
KHFX-F, 105.1, 100 KW @ 1775, CLASSIC ROCK , $ N/A (---)

KPOI-F, 97.5, 83 KW @ 46, AOR , $ 44.00 (Republic)
KQMQ-F, 93.1, 54 KW @ -119, CHR , $ 61.00 (Christal)
KRTR-F, 96.3, 75 KW @ 2120, AC , $ 33.00 (Republic)
KUMU-F, 94.7, 100 KW @ 500, BTFL/EZ , $ 45.00 (Banner)
KSSK-F, 92.3, 100 KW @ 1685, AC , $ 30.00 (Eastman)

HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100

MSA Rank/Pop: 8/3,277,100
ADI # 10
Average Person Ratings: 18.3
Market TSL: 24.25 hours

Stations: 33/33
Diaries: 2333/1256:1/47.3%
Sample Target: 2110
% Below Line: 0.0
% Not Listed: 10.2

1989 Revenue: $118,000,000
HH Inc.: $30,639
Retail $: 28.1 Bil
Pop per Station: 88,790
#1 Biller: KIKK-AF $12,900,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KILT-F (C)	458/ 8.6	7.3	7.5	8.2	6.4	7.9	546/6454	5561/19.0	17.6	16.2		7.6	447	5429	KILT-F
2. KIKK-F (C)	415/ 7.7	7.1	6.9	6.5	8.8	7.1	458/6383	5403/18.4	17.7	18.7		8.7	511	5625	KIKK-F
3. KMJQ-F (B)	410/ 7.7	8.1	8.6	9.1	8.8	8.4	444/4345	3923/13.4	14.1	14.9		11.0	646	5214	KMJQ-F
4. KLOL-F (AOR)	408/ 7.6	5.8	5.0	7.0	4.3	6.3	422/5317	4976/17.0	14.4	13.0		8.0	467	4719	KLOL-F
5. KODA-F (EZ)	286/ 5.3	5.6	5.0	5.9	5.3	5.4	311/3718	3345/11.4	14.6	13.3		5.0	294	2834	KODA-F
6. KLTR-F (AC)	278/ 5.2	6.2	5.5	4.2	3.7	5.3	285/4089	3969/13.5	14.1	11.7		3.8	220	2671	KLTR-F
7. KTRH (T)	275/ 5.1	5.0	5.9	5.8	6.0	5.4	316/5458	4597/15.7	15.8	17.0		4.6	270	4197	KTRH
8. KQUE-F (BB)	240/ 4.5	3.2	3.7	3.8	4.8	3.8	262/2692	2456/ 8.4	7.8	8.2		2.9	171	1357	KQUE-F
9. KKBQ-AF (CHR)	216/ 4.0	6.2	6.7	6.6	6.5	5.9	232/5210	4820/16.4	20.2	21.1		5.7	326	6233	KKBQ-AF
10. KRBE-F (CHR)	197/ 3.7	3.5	4.6	5.5	5.8	4.3	224/5177	4603/15.7	17.1	18.7		4.5	262	5643	KRBE-F
11. KZFX-F (AOR)	184/ 3.4	3.5	3.5	3.3	4.3	3.4	189/3197	3123/10.7	9.8	11.4		3.7	216	3590	KZFX-F
12. KLDE-F (O)	182/ 3.4	3.5	3.2	2.9	2.9	3.3	192/3468	3143/10.7	11.2	9.4		2.4	141	2267	KLDE-F
13. KPRC (T)	156/ 2.9	2.8	3.2	2.3	2.8	2.8	165/2620	2490/ 8.5	9.8	9.4		2.8	161	1976	KPRC
KFMK-F (O)	156/ 2.9	2.2	3.5	3.6	2.8	3.0	176/2821	2606/ 8.9	8.7	8.0		2.1	125	1997	KFMK-F
15. KNRJ-F (CHR)	144/ 2.7	2.6	3.3	3.2	2.5	3.0	148/2971	2828/ 9.7	10.2	9.8		3.6	208	3118	KNRJ-F
16. KHYS-F (B)	129/ 2.4	2.2	1.4	1.3	1.2	1.8	167/3017	2468/ 8.4	7.6	5.0		3.5	206	3656	KHYS-F
17. KQQK-F (SP)	76/ 1.4	1.3	0.6	0.4	0.5	0.9	76/969	969/ 3.3	2.6	1.4		1.3	74	835	KQQK-F
18.															
19.															
20.															

12+ FM SHARE (METRO): 80.76% (3883 of 4808) (WIN 89: 77.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRBE-F<	1 KLOL-F	1 KLOL-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KILT-F	1 KLOL-F	1 KMJQ-F>>	1 KTRH >
2 KMJQ-F<	2 KMJQ-F	2 KILT-F	2 KLOL-F<	2 KIKK-F	2 KTRH <	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KLOL-F<	2 KMJQ-F<
3 KKBQ-AF	3 KILT-F	3 KIKK-F<	3 KIKK-F	3 KLOL-F	3 KQUE-F	3 KTRH	3 KODA-F	3 KMJQ-F	3 KRBE-F	3 KIKK-F>
4 KNRJ-F>	4 KIKK-F	4 KMJQ-F	4 KMJQ-F<	4 KMJQ-F	4 KIKK-F<	KLOL-F>	4 KLTR-F<	4 KIKK-F>	4 KIKK-F<	4 KILT-F>>
5 KHYS-F	5 KLTR-F	5 KLTR-F>	5 KLTR-F	5 KODA-F	5 KODA-F>	5 KMJQ-F>	5 KLOL-F	5 KLTR-F<	5 KTRH <	5 KPRC
6	6 KZFX-F<	6 KZFX-F<	6 KLDE-F	6 KLDE-F	6 KPRC	6 KKBQ-AF	6 KMJQ-F<	6 KODA-F	6 KILT-F	KLOL-F>>
7	7 KKBQ-AF	7 KODA-F	7 KODA-F	7 KFMK-F	7	7 KODA-F	7 KQUE-F	7 KQUE-F	7 KHYS-F<	7
8	8	KLDE-F	8	8 KZFX-F	8	8 KQUE-F	8	8	8 KNRJ-F	8
				KTRH		9 KLTR-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMJQ-F	1 KMJQ-F>	1 KMJQ-F>	1 KMJQ-F	1 KMJQ-F<
2 KILT-F<	2 KLTR-F<	2 KLTR-F	2 KILT-F<	2 KIKK-F<
3 KLOL-F	3 KIKK-F	3 KIKK-F	3 KIKK-F	3 KILT-F
4 KKBQ-AF	4 KILT-F	4 KILT-F	4 KLTR-F>	4 KLTR-F>
KIKK-F	5 KLOL-F	5 KFMK-F<	5 KLOL-F	5 KFMK-F<
6 KNRJ-F	6 KKBQ-AF	6 KLOL-F	6 KFMK-F<	6 KLDE-F<
KLTR-F	7	7 KKBQ-AF	7 KLDE-F	7 KODA-F
		8 KLDE-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLOL-F>	1 KLOL-F>>	1 KLOL-F>>	1 KLOL-F>	1 KLOL-F>
2 KMJQ-F	2 KZFX-F<	2 KZFX-F	2 KILT-F	2 KILT-F
3 KKBQ-AF<	3 KILT-F	KILT-F	3 KZFX-F<	3 KIKK-F
4 KZFX-F	4 KIKK-F<	4 KIKK-F	4 KIKK-F>	4 KZFX-F<
5 KILT-F	5 KMJQ-F	5 KLTR-F	5 KLTR-F<	5 KTRH
6 KRBE-F	6 KLTR-F	6 KMJQ-F	6 KMJQ-F<	6 KODA-F
7 KIKK-F	7 KKBQ-AF	7	7 KODA-F	7 KLTR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KCOH	1430	Houston	0.8/2.3/ 43/ 709
KEYH	850	Houston	0.8/1.5/ 45/ 449
KHCB-F	105.7	Houston	0.8/3.0/ 59/ 970
KIKK	650	Pasadena	0.6/1.7/ 38/ 594
KILT	610	Houston	0.7/2.7/ 46/ 957
KJOJ-F	106.9	Conroe	0.6/1.8/ 33/ 594
KKZR	1070	Houston	0.5/1.5/ 25/ 432
KLAT	1010	Houston	1.1/3.4/ 59/ 994
KLVL	1480	Pasadena	0.5/2.3/ 29/ 686
KRTS-F	92.1	Seabrook/Houstn	0.6/1.9/ 34/ 570
KSEV	700	Tomball/Houston	0.3/1.1/ 16/ 346
KWWJ	1360	Baytown	1.0/1.3/ 54/ 376
KXYZ	1320	Houston	1.0/2.9/ 55/ 836
KYOK	1590	Houston	1.0/3.2/ 58/ 961
KYST	920	Texas City/Hstn	0.7/1.3/ 37/ 370

RADIO STATIONS

AM STATIONS

KCOH,	1430,	1 KW (DAYS)	, BLACK	SBN, NBN,	$ 48.00	(Roslin)	
KEYH,	850,	10 KW (DAYS, DA)	, HISPANIC	,	$ 49.00	(Caballero)	
KIKK,	650,	250 W (DAYS)	, COUNTRY	,	$ N/A	(Torbet)	Viacom
KILT,	610,	5 KW (DA-2)	, COUNTRY OLDIES	,	$ N/A	(Banner)	Westinghouse
KKZR,	1070,	10 KW/5 KW (DA-2)	, AOR	SMN,	$ 36.00	(Durpetti)	Susquehanna
KLAT,	1010,	5 KW (DA-2)	, HISPANIC	,	$ 75.00	(Katz Hisp.)	
KPRC,	950,	5 KW (DA-N)	, TALK	CBS,	$ 90.00	(Eastman)	
KTRH,	740,	50 KW (DA-1)	, NEWS/TALK	ABC I, MBS,	$ 168.00	(CBS)	Rusk
KXYZ,	1320,	5 KW (DA-N)	, HISPANIC	,	$ 64.00	(Caballero)	Infinity
KYOK,	1590,	5 KW (DA-N)	, BLACK	SMN, ABC C,	$ 54.00	(Christal)	Noble

FM STATIONS

KFMK,	97.9,	95 KW @ 1900,	AC	,	$ 190.00	(Katz)	Cook Inlet
KHCB,	105.7,	100 KW @ 1594,	RELIGION	,	$ 30.00	(---)	
KIKK,	95.7,	95 KW @ 1895,	COUNTRY	,	$ 215.00	(Torbet)	Viacom
KILT,	100.3,	95 KW @ 1895,	COUNTRY	,	$ 195.00	(Banner)	Westinghouse
KKBQ,	92.9,	97 KW @ 1895,	CHR	ABC F,	$ 174.00	(Mc-Guild)	Gannett
KNRJ,	96.5,	97 KW @ 1895,	CHR/URBAN	,	$ 125.00	(HNWH)	Nationwide
KLDE,	94.5,	95 KW @ 1895,	OLDIES	US 1,	$ 100.00	(Durpetti)	Entercom
KLOL,	101.1,	95 KW @ 1895,	AOR	SOURCE,	$ 167.00	(CBS)	Rusk
KLTR,	93.7,	100 KW @ 1700,	AC	RADRAD,	$ 100.00	(CBS)	CBS
KMJQ,	102.1,	100 KW @ 1700,	BLACK	,	$ 204.00	(Christal)	Noble
KODA,	99.1,	95 KW @ 1895,	EZ	,	$ 184.00	(Group W)	
KQUE,	102.9,	100 KW @ 959,	NOSTALGIA	ABC E,	$ 90.00	(Eastman)	
KRBE,	104.1,	95 KW @ 1895,	CHR	,	$ 170.00	(Durpetti)	Susquehanna
KZFX,	107.5,	95 KW @ 1947,	CLASSIC AOR	,	$ 150.00	(Republic)	Shamrock
KJOJ,	106.9,	90 KW @ 1446,	RELIGION	UPI,	$ 23.00	(---)	Ragan Henry (P) (CONROE)

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600

MSA Rank/Pop: 40/1,232,600
ADI # 25

Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 21/20
Diaries: 1500/681:1/55.4%
Sample Target: 1500
% Below Line: 0.4
% Not Listed: 6.3

1989 Revenue: $48,200,000
HH Inc.: $30,375
Retail $: 10.2 Bil
Pop per Station: 51,080
#1 Biller: WFBQ-F $9,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F	(AOR)	260/14.8	15.3	14.4	15.6	14.9	15.0	503/5423	2839/27.8	27.7	29.2		17.6	334	2854	WFBQ-F
2. WIBC	(MOR)	238/13.6	15.8	11.7	12.4	11.1	13.4	249/2835	2370/23.2	26.7	21.8		11.9	226	2178	WIBC
3. WTLC-F	(B)	194/11.1	7.8	8.1	6.9	6.8	8.5	202/1657	1486/14.5	12.4	12.7		11.5	219	1894	WTLC-F
4. WFMS-F	(C)	193/11.0	12.3	12.1	11.3	12.3	11.7	291/3280	2136/20.9	21.0	20.7		13.9	264	2475	WFMS-F
5. WZPL-F	(CHR)	176/10.0	9.7	10.0	9.7	8.8	9.9	229/3617	2490/24.4	23.5	22.0		13.2	251	2965	WZPL-F
6. WENS-F	(AC)	116/ 6.6	5.6	6.9	7.3	6.6	6.6	143/2441	1799/17.6	18.4	18.2		5.6	106	1856	WENS-F
7. WKLR-F	(O)	113/ 6.4	7.0	6.0	8.5	8.0	7.0	172/2943	1898/18.6	18.2	18.9		5.8	110	1488	WKLR-F
8. WTPI-F	(AC)	69/ 3.9	5.6	4.1	3.3	3.9	4.2	95/1551	1130/11.1	13.1	9.2		3.1	59	1167	WTPI-F
9. WTUX	(BB)	52/ 3.0	2.8	3.1	2.9	3.2	3.0	60/653	569/ 5.6	6.2	6.3		1.6	31	483	WTUX
10. WMJC-F	(AC)	49/ 2.8	2.1	4.6	6.4	8.6	4.0	60/1153	817/ 8.0	8.4	15.5		1.4	27	641	WMJC-F
11. WPZZ-F	(REL)	36/ 2.1	2.1	3.5	2.0	1.9	2.4	36/363	363/ 3.6	5.8	4.8		3.1	58	899	WPZZ-F
12. WTTS-F	(CHR)	27/ 1.5	1.4	1.1	1.0	1.0	1.3	70/1250	519/ 5.1	5.3	5.7		2.0	38	651	WTTS-F
13. WXTZ	(EZ)	24/ 1.4	0.9	1.8	1.5	1.0	1.4	25/643	543/ 5.3	5.4	5.6		1.1	21	504	WXTZ
WNDE	(T)	24/ 1.4	1.0	0.5	0.8	0.3	0.9	27/759	648/ 6.3	4.6	3.8		0.6	12	309	WNDE
15. WSYW-F	(CL)	14/ 0.8	0.9	0.4	0.8	1.0	0.7	14/302	270/ 2.6	2.9	3.0		0.8	15	275	WSYW-F

12+ FM SHARE (METRO): 77.85% (1279 of 1[illegible]3) (WIN 89: 81.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F>	1 WFBQ-F	1 WIBC >	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WTLC-F	1 WTLC-F<
2 WTLC-F	2 WTLC-F<	2 WTLC-F	2 WTLC-F<	2 WFMS-F	2 WFMS-F>>	2 WIBC >	2 WIBC	2 WIBC <	2 WZPL-F	2 WFMS-F
3 WENS-F	3 WZPL-F>	3 WZPL-F	3 WFMS-F	3 WTLC-F<	3 WTLC-F	3 WFMS-F	3 WFMS-F	3 WFMS-F	3 WFBQ-F	3 WIBC >>
4 WFBQ-F	4 WENS-F	4 WFMS-F<	4 WKLR-F	4 WIBC	WFBQ-F	4 WTLC-F	4 WTLC-F	4 WZPL-F	4 WIBC	4 WFBQ-F
5	5 WKLR-F<	5 WKLR-F<	5 WIBC	5 WKLR-F>	5 WKLR-F	5 WZPL-F	5 WZPL-F	WTLC-F>	WFMS-F	5 WZPL-F>>
6	6 WFMS-F	6 WENS-F<	6 WENS-F	6 WENS-F	6 WTUX <	6 WENS-F	6 WKLR-F<	6 WKLR-F	6 WENS-F>	6
7	7	7 WIBC	7 WZPL-F	7 WZPL-F	7 WTPI-F	7 WKLR-F	7 WENS-F	7 WENS-F	7 WKLR-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F>>	1 WZPL-F<	1 WTLC-F	1 WTLC-F	1 WTLC-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WTLC-F	2 WTLC-F<	WFBQ-F>	2 WZPL-F<	2 WFMS-F	2 WTLC-F<	2 WTLC-F	2 WFMS-F	2 WTLC-F	2 WFMS-F
3 WFBQ-F	3 WFBQ-F>	3 WZPL-F	3 WFBQ-F	3 WIBC <	3 WZPL-F>>	3 WZPL-F	3 WKLR-F	3 WFMS-F	3 WIBC
4 WENS-F>>	4 WENS-F>	4 WENS-F	4 WENS-F	4 WFBQ-F	4 WENS-F>	4 WFMS-F<	4 WTLC-F	4 WKLR-F	4 WKLR-F
5	5 WKLR-F	5 WKLR-F	5 WFMS-F	5 WKLR-F	5 WIBC	5 WKLR-F	5 WZPL-F>	5 WIBC	5 WTLC-F>
6	6 WFMS-F>	6 WFMS-F	6 WKLR-F	6 WENS-F	6 WKLR-F	6 WENS-F	6 WTTS-F	6 WZPL-F	6 WENS-F
7	7 WTPI-F	7 WTPI-F	7 WIBC	7 WZPL-F<	7	7	WENS-F	7 WENS-F	7 WZPL-F
				8 WTPI-F					

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WBRI	1500	Indianapolis	0.3/1.4/ 6/ 173
WNTS	1590	Beech Grove/Ind	0.4/1.4/ 7/ 155
WSYW	810	Indianapolis	0.7/1.2/ 13/ 124
WXIR-F	98.3	Plainfield/Indy	0.7/3.6/ 14/ 424
WKKG-F	101.5	Columbus	0.4/1.4/ 80/ 914

RADIO STATIONS

WSYW,	810,	250 W (DAYS)	, CLASSICAL	,	$ 18.00 (---)	Universal	
WIBC,	1070,	50 KW/10 KW (DA-2)	, MOR	NBC, TNLKNT,	$ 140.00 (Durpetti)	Sconnix	
WXTZ,	1430,	5 KW (DA-N)	, EZ	ABC I,	$ 40.00 (Christal)	ML/WIN	
WNDE,	1260,	5 KW (DA-N)	, TALK	US 2,	$ 34.00 (Katz)	Great American	
WTUX,	1310,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	$ 43.00 (MMR)	Panache	
WENS-F,	97.1,	23 KW @ 739,	AC	,	$ 107.00 (Mc-Guild)	Emmis	
WFMS-F,	95.5,	13 KW @ 990,	COUNTRY	,	$ 116.00 (Eastman)	Susquehanna	
WKLR-F,	93.1,	12 KW @ 1000,	OLDIES	,	$ 100.00 (Durpetti)	Sconnix	
WFBQ-F,	94.7,	52 KW @ 850,	AOR	SOURCE,	$ 163.00 (Katz)	Great American	
WPZZ-F,	95.9,	3 KW @ 300,	GOSPEL	SBN, NBN,	$ 16.00 (Regional)	Willis	(FRANKLIN)
WSYW-F,	107.1,	1 KW @ 500,	CLASSICAL	UPI,	$ 25.00 (CMBS)	Universal	(DANVILLE)
WTLC-F,	105.7,	50 KW @ 445,	BLACK	,	$ 70.00 (MMR)	Panache	
WTPI-F,	107.9,	22 KW @ 750,	SOFT AC	US 2,	$ 56.00 (Eastman)	Mystar	
WXIR-F,	96.3,	3 KW @ 296,	RELIGION	,	$ 15.00 (---)		(PLAINFIELD)
WMJC-F,	103.3,	18 KW @ 860,	AC	ABC E,	$ 80.00 (Christal)	ML/WIN	
WZPL-F,	99.5,	13 KW @ 900,	CHR	APR,	$ 90.00 (HNWH)	Booth	
WTTS-F,	92.3,	37 KW @ 1091,	CHR	,	$ 30.00 (Republic)	Sarkes Tarzian	

MISCELLANEOUS COMMENTS: WGRT-A changes calls to WSYW-A as of March, 1990

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500

MSA Rank/Pop: 59/894,200
ADI # 57
Average Person Ratings: 17.2
Market TSL: 23.00 hours

Stations: 24/22
Diaries: 1237/633:1/52.0%
Sample Target: 1090
% Below Line: 1.1
% Not Listed: 15.5

1989 Revenue: $23,300,000
HH Inc.: $26,802
Retail $: 6.5 Bil
Pop per Station: 35,613
#1 Biller: WAPE-F $4,600,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	WAPE-F	(CHR)	145/10.8	14.0	14.3	13.8	15.8	13.2	185/2616	2078/26.5	30.2	31.1	16.1	214	2576	WAPE-F
2.	WQIK-F	(C)	141/10.5	10.4	9.8	12.2	10.8	10.7	196/2280	1650/21.1	19.3	18.6	9.2	122	1458	WQIK-F
3.	WFYV-F	(AOR)	127/ 9.4	7.5	9.5	8.3	8.3	8.7	133/1529	1336/16.7	16.0	16.9	10.6	141	1478	WFYV-F
4.	WEJZ-F	(AC)	104/ 7.7	7.7	8.4	6.3	6.4	7.5	118/1472	1246/15.9	17.5	13.2	4.2	56	969	WEJZ-F
5.	WHJX-F	(B)	92/ 6.8	5.3	1.3	----	----	3.4	102/907	844/10.8	8.4	0.0	9.2	122	1093	WHJX-F
6.	WCRJ-F	(C)	71/ 5.3	5.0	5.5	3.7	4.7	4.9	75/929	846/10.8	11.9	9.5	6.4	85	738	WCRJ-F
7.	WKQL-F	(O)	68/ 5.1	5.3	4.6	6.0	5.5	5.3	81/1300	1119/14.3	15.4	13.4	6.8	90	1043	WKQL-F
8.	WIVY-F	(AC)	62/ 4.6	5.1	5.2	5.4	5.4	5.1	63/1070	1002/12.8	15.4	16.5	4.6	61	878	WIVY-F
9.	WZAZ-F	(B)	49/ 3.6	2.7	4.0	6.1	5.6	4.1	49/683	674/ 8.6	9.2	9.7	3.5	47	773	WZAZ-F
10.	WCGL	(REL)	45/ 3.3	1.9	2.2	1.5	1.6	2.2	45/306	306/ 3.9	3.2	1.9	2.8	37	239	WCGL
11.	WIOI-F	(AOR)	43/ 3.2	2.6	3.0	2.3	2.3	2.8	54/763	572/ 7.3	8.3	4.2	2.9	38	605	WIOI-F
12.	WZAZ	(B)	40/ 3.0	3.1	3.5	3.1	3.8	3.2	40/436	436/ 5.6	6.0	7.5	1.9	25	310	WZAZ
13.	WOKV	(N/T)	38/ 2.8	4.3	3.7	3.1	3.0	3.5	40/592	572/ 7.3	8.8	6.7	2.7	36	465	WOKV
14.	WSVE	(REL)	32/ 2.4	1.8	1.8	1.1	1.3	1.8	32/318	318/ 4.1	3.2	2.3	1.5	20	246	WSVE

12+ FM SHARE (METRO): 81.18% (923 of 1137) (WIN 89: 81.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WFYV-F	1 WFYV-F	1 WQIK-F<	1 WQIK-F	1 WQIK-F>	1 WQIK-F<	1 WQIK-F	1 WQIK-F	1 WAPE-F	1 WQIK-F>
2 WFYV-F	2 WAPE-F	2 WAPE-F	2 WAPE-F	2 WEJZ-F	2 WEJZ-F	2 WAPE-F	2 WEJZ-F<	WAPE-F<	2 WHJX-F	2 WHJX-F>
3 WHJX-F	3 WHJX-F>	3 WEJZ-F	3 WEJZ-F	3 WAPE-F	3 WCRJ-F	3 WFYV-F>	3 WFYV-F	3 WFYV-F	3 WFYV-F>	3 WFYV-F>
4 WZAZ-F	4 WIVY-F	4 WQIK-F	4 WFYV-F	4 WFYV-F<	4 WCGL	4 WEJZ-F	4 WAPE-F>	4 WEJZ-F	4 WEJZ-F<	4 WZAZ-F
5	5 WZAZ-F	WHJX-F	5 WKQL-F	5 WKQL-F	5 WKQL-F	5 WHJX-F	5 WHJX-F<	5 WHJX-F	5 WZAZ-F	WAPE-F
6	WEJZ-F<	6 WKQL-F	6 WIVY-F<	6 WHJX-F<	6 WOKV	6 WCRJ-F	6 WKQL-F	6 WCRJ-F<	6 WQIK-F<	6
7	7 WIOI-F	7 WIVY-F	7 WHJX-F	7 WIVY-F<	7 WAPE-F	7	7 WCRJ-F	7 WKQL-F<	7 WIVY-F	7
8	8	8	8	8 WCRJ-F	8	8	8	8	8	8

WOM 18-24	WOM 18-3‘	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>	1 WAPE-F	1 WAPE-F	1 WAPE-F	1 WEJZ-F<	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>>	1 WFYV-F>	1 WFYV-F
2 WHJX-F	2 WHJX-F	2 WIVY-F	2 WEJZ-F	2 WQIK-F	2 WHJX-F	2 WAPE-F	2 WAPE-F	2 WAPE-F>	2 WQIK-F
3 WFYV-F	3 WIVY-F	WHJX-F>	3 WQIK-F	3 WAPE-F	WAPE-F>	3 WHJX-F	3 WIOI-F	3 WKQL-F	3 WKQL-F
WEJZ-F>	4 WFYV-F	4 WZAZ-F	WHJX-F	4 WHJX-F<	4 WZAZ-F	4 WIOI-F>	4 WKQL-F	4 WQIK-F	4 WAPE-F
5 WIVY-F>	5 WEJZ-F>	WFYV-F	5 WIVY-F	5 WIVY-F	WIOI-F>>	5 WZAZ-F	5 WQIK-F	WHJX-F	5 WEJZ-F
6 WQIK-F	6 WZAZ-F	6 WKQL-F	6 WFYV-F	WCRJ-F	6 WIVY-F	6 WKQL-F	WHJX-F>	6 WIOI-F	6 WIOI-F
7	WQIK-F	WEJZ-F	7 WCRJ-F	7 WKQL-F	7	7 WROS	7 WZAZ-F	7 WEJZ-F	7
8	8 WKQL-F	8	8 WKQL-F	8	8	8	8	8	8

OTHER RATED STATIONS			METRO SHARE/CUME RTG/ TSA AQH/TSA CUME
WAYR	550	Orange Park	0.4/1.4/ 6/ 108
WFOY	1240	St. Augustine	0.4/1.0/ 5/ 82
WPDQ	690	Jacksonville	0.8/3.1/ 13/ 284
WQIK	1320	Jacksonville	0.9/2.0/ 12/ 171
WROS	1050	Jcksnvl/Daytona	0.7/1.5/ 10/ 121
WRXJ	930	Jacksonville	0.4/1.4/ 6/ 119
WSOS-F	105.5	St. Augustine	0.4/1.6/ 6/ 152
WVOJ	970	Jacksonville	0.7/1.2/ 9/ 97
WNFI-F	99.9	Palatka	0.7/3.3/ 25/ 454
WWLV-F	94.5	Daytona Bch/Orl	0.4/0.9/ 18/ 227

RADIO STATIONS

WCGL, 1360, 5 KW (DAYS) , GOSPEL	SBN, $ 16.00 (K & P)	
WOKV, 600, 5 KW (DA-N) , NEWS/TALK	ABC T, CBS, $ 30.00 (MMR)	EZ
WZAZ, 1400, 1 KW , BLACK	SBN, $ 24.00 (Roslin)	
WAIV-F, 96.9, 100 KW @ 935, AC/OLDIES	, $ 86.00 (MMR)	EZ
WAPE-F, 95.1, 100 KW @ 860, CHR	, $ 96.00 (Christal)	Evergreen (P)
WCRJ-F, 107.3, 100 KW @ 350, COUNTRY	SBN, $ 56.00 (Katz)	Ragan Henry
WFYV-F, 104.5, 100 KW @ 700, AOR	NBC, $ 70.00 (Mc-Guild)	Metroplex
WIOI-F, 100.7, 100 KW @ 500, CLASSIC AOR	, $ 40.00 (---)	Osborn (BRUNSWICK,GA)
WIVY-F, 102.9, 100 KW @ 984, AC	APR, $ 64.00 (Banner)	Taylor
WPDQ-F, 92.7, 3 KW @ 300, BLACK	SBN, NBN, $ 30.00 (Republic)	Willis (GREEN COVE)
WQIK-F, 99.1, 100 KW @ 1050, COUNTRY	ABC E, $ 94.00 (Eastman)	Jacor
WEJZ-F, 96.1, 100 KW @ 830, SOFT AC	, $ 49.00 (Christal)	ML/WIN

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900
MSA Rank/Pop: 29/1,545,400
ADI # 29
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 23/22
Diaries: 1661/783:1/59.5%
Sample Target: 1410
% Below Line: 0.3
% Not Listed: 6.0

1989 Revenue: $42,100,000
HH Inc.: $31,591
Retail $: 12.3 Bil
Pop per Station: 59,131
#1 Biller: WDAF $5,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	291/12.8	10.3	11.6	15.5	12.7	12.6	482/5037	3006/23.1	22.4	23.2		12.1	276	2440	WDAF
2. KBEQ-F	(CHR)	187/ 8.2	10.1	8.2	7.4	7.1	8.5	235/3887	2960/22.8	23.4	21.9		11.0	251	3505	KBEQ-F
3. KFKF-F	(C)	160/ 7.0	9.3	7.8	7.2	8.1	7.8	192/2671	2248/17.3	18.5	17.4		11.6	265	2391	KFKF-F
4. KPRS-F	(B)	153/ 6.7	7.2	4.5	5.2	5.3	5.9	170/1767	1435/11.0	10.2	9.5		10.8	246	1949	KPRS-F
5. KCMO	(N/T)	146/ 6.4	7.3	6.1	6.0	6.6	6.4	198/2762	2048/15.7	21.4	17.0		4.0	92	1599	KCMO
6. KMBR-F	(EZ)	137/ 6.0	6.0	5.6	5.9	7.4	5.9	160/1997	1642/12.6	13.1	14.3		4.0	90	1096	KMBR-F
7. KYYS-F	(AOR)	125/ 5.5	4.3	5.3	4.7	6.4	4.9	156/2610	2010/15.5	12.2	15.1		5.6	128	2011	KYYS-F
8. KUDL-F	(AC)	108/ 4.7	5.5	3.9	4.4	6.5	4.6	131/2336	1870/14.4	14.1	15.8		3.5	80	1399	KUDL-F
9. KCMO-F	(O)	104/ 4.6	3.8	6.1	5.4	4.7	5.0	143/2199	1722/13.2	12.4	15.5		3.6	81	1197	KCMO-F
10. KLSI-F	(AC)	101/ 4.4	4.5	4.8	4.3	4.1	4.5	109/1643	1424/10.9	11.5	12.5		3.8	87	1307	KLSI-F
11. KXXR-F	(CHR)	97/ 4.3	4.9	5.1	6.7	7.0	5.3	116/2065	1615/12.4	10.8	15.4		5.4	123	1723	KXXR-F
12. KCFX-F	(AOR)	94/ 4.1	3.2	4.6	4.3	3.2	4.1	118/1724	1334/10.3	10.4	10.4		4.3	98	1497	KCFX-F
13. KRVK-F	(AOR)	92/ 4.0	2.7	2.3	1.3	1.8	2.6	104/2026	1577/12.1	7.1	4.7		5.0	113	1187	KRVK-F
14. KXTR-F	(CL)	65/ 2.9	1.9	1.5	1.8	2.1	2.0	69/822	750/ 5.8	5.0	4.8		1.6	37	440	KXTR-F
15. KMBZ	(MOR)	60/ 2.6	3.4	6.1	6.4	3.8	4.6	63/1344	1214/ 9.3	11.7	11.1		2.5	58	1203	KMBZ
KJLA	(BB)	60/ 2.6	2.4	2.7	1.8	2.4	2.4	62/909	867/ 6.7	6.4	6.5		1.7	39	489	KJLA
17. KPRT	(REL)	52/ 2.3	0.8	1.4	1.5	0.9	1.5	52/492	492/ 3.8	3.1	2.7		0.8	19	239	KPRT
18. WHB	(O)	39/ 1.7	1.6	3.0	2.8	2.2	2.3	58/1243	907/ 7.0	6.2	7.9		0.9	20	606	WHB
19.																
20.																

12+ FM SHARE (METRO): 67.49% (1443 of 2138) (WIN 89: 67.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KYYS-F<	1 KFKF-F<	1 WDAF <	1 WDAF	1 WDAF >>	1 WDAF >	1 WDAF	1 WDAF	1 KBEQ-F	1 WDAF >
2 KXXR-F>	2 KPRS-F	2 KPRS-F	2 KFKF-F	2 KFKF-F>	2 KCMO <	2 KBEQ-F	2 KCMO <	2 KBEQ-F	2 KPRS-F>	2 KMBZ >>
3 KPRS-F	3 KBEQ-F	3 KYYS-F<	3 KUDL-F<	3 KUDL-F	3 KMBR-F	3 KCMO <	3 KMBR-F	3 KFKF-F	3 WDAF	3 KBEQ-F<
4	4 KCFX-F<	4 WDAF <	4 KPRS-F<	KPRS-F	4 KFKF-F	4 KFKF-F>	4 KFKF-F	4 KYYS-F	4 KXXR-F	4 KCMO
5	5 KXXR-F	5 KBEQ-F	5 KCMO-F<	KCMO-F	5	5 KYYS-F	5 KYYS-F	KMBR-F<	5 KCFX-F<	5 KFKF-F
6	6 KFKF-F	6 KUDL-F	6 KYYS-F	6 KYYS-F<	6	KPRS-F	6 KCMO-F<	6 KPRS-F	6 KLSI-F	6 KPRS-F
				7 KRVK-F		7 KUDL-F	7 KPRS-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBEQ-F>	1 KBEQ-F	1 KPRS-F	1 KFKF-F<	1 WDAF <	1 KYYS-F	1 KYYS-F>	1 KYYS-F	1 KYYS-F	1 WDAF >
2 KXXR-F	2 KPRS-F>	2 KCMO-F	2 KBEQ-F	2 KFKF-F	KXXR-F	2 KPRS-F	2 KCFX-F	2 WDAF <	2 KYYS-F<
3 KPRS-F	3 KLSI-F	3 KBEQ-F	3 KUDL-F	3 KUDL-F	3 KPRS-F>	3 KCFX-F	3 KPRS-F	3 KPRS-F	3 KFKF-F
4 KLSI-F	KFKF-F	4 KFKF-F	4 KPRS-F	4 KCMO-F	4 KBEQ-F>	4 KXXR-F	4 KRVK-F	4 KCFX-F	4 KCFX-F<
5 KYYS-F	5 KYYS-F<	5 KUDL-F	5 KLSI-F	5 KPRS-F	5 KCFX-F	5 KBEQ-F	KFKF-F<	5 KFKF-F	5 KCMO
6 KFKF-F	6 KXXR-F	6 KYYS-F	6 WDAF <	6 KLSI-F<	6	6 KFKF-F	6 WDAF	6 KBEQ-F	6 KRVK-F<
7	KCMO-F	KLSI-F	7 KCMO-F	7 KMBR-F	7	7	7 KCMO	7	7 KPRS-F
	8 KUDL-F			8 KBEQ-F					

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OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
KBZR	1030	Blue Sprg/KCty	0.7/1.6/ 17/ 209
KCCV	760	Overland Park	0.7/1.4/ 16/ 182
KCFM-F	107.3	Lexington	0.6/2.3/ 18/ 403
KEXS	1090	Excelsr Spgs	0.6/0.8/ 19/ 171
KKJO-F	105.1	St. Joseph	0.3/1.0/ 98/ 817

RADIO STATIONS

AM STATIONS

KCCV	1510	10 KW (DAYS)	RELIGION		$ 18.00	(---)	Ragan Henry (INDEPENDENCE)
KCMO	810	50 KW/5 KW (DA-N)	TALK/NEWS	CBS, MBS	$ 83.00	(Mc-Guild)	Gannett
KCNW	1380	2.5 KW	RELIGION	CBN	$ 20.00	(----)	Marsh
KJLA	1190	5 KW/250 W(DA-N)	NOSTALGIA	MBS	$ 33.00	(Roslin)	
KMBZ	980	5 KW (DA-2)	MOR/TALK	NBC	$ 70.00	(Durpetti)	Bonneville
KPRT	1590	1 KW	GOSPEL	MBS	$ 23.00	(Republic)	
WDAF	610	5 KW	COUNTRY	ABC E	$ 108.00	(Katz)	Great American
WHB	710	10 KW/5KW (DA-2)	OLDIES	APR	$ 50.00	(Christal)	Shamrock

FM STATIONS

KBEQ	104.3	100 KW @ 987	CHR	ABC C	$ 91.00	(MMR)	Noble
KCFX	100.7	100 KW @ 850	CLASSIC AOR	US 1	$ 60.00	(MMR)	Hoker
KCMO	94.9	100 KW @ 1057	OLDIES		$ 61.00	(Mc-Guild)	Gannett
KRVK	98.9	100 KW @ 990	AC	SMN	$ 47.00	(CBS)	Journal Co (LEAVENWORTH)
KFKF	94.1	100 KW @ 987	COUNTRY		$ 94.00	(HNWH)	Sconnix
KLSI	93.3	100 KW @ 1050	AC	CNN	$ 66.00	(Banner)	Sandusky
KMBR	99.7	98 KW @ 950	BTFL/EZ		$ 60.00	(Durpetti)	Bonneville
KPRS	103.3	100 KW @ 940	BLACK	SBN, ABC I	$ 51.00	(Republic)	
KUDL	98.1	100 KW @ 500	AC	APR	$ 64.00	(Christal)	Shamrock
KXTR	96.5	99 KW @ 960	CLASSICAL	US 2	$ 39.00	(CMBS)	
KXXR	106.5	100 KW @ 850	CHR/AOR		$ 59.00	(Republic)	Olympia
KYYS	102.1	100 KW @ 1013	AOR	SOURCE	$ 101.00	(Katz)	Great American

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - Soft Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512 300

MSA Rank/Pop: 85/599,200
ADI # 61
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 20/20
Diaries: 1035/495:1/62.9%
Sample Target: 900
% Below Line: 0.0
% Not Listed: 9.8

1989 Revenue: $14,300,000
HH Inc.: $23,365
Retail $: 5.1 Bil
Pop per Station: 25,615
#1 Biller: WIVK-AF $5,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF	(C)	301/34.3	37.7	35.2	34.2	32.5	35.3	466/4186	2536/49.5	63.7	58.8		35.2	316	2828	WIVK-AF
2. WMYU-F	(AC)	112/12.8	9.1	12.7	13.7	14.4	12.1	164/2017	1471/28.7	29.6	29.7		11.8	106	1398	WMYU-F
3. WEZK-F	(EZ)	100/11.4	10.0	9.7	8.9	8.2	10.0	133/1369	981/19.1	19.2	16.4		4.7	42	649	WEZK-F
4. WIMZ-AF	(AOR)	94/10.7	9.3	11.0	10.7	15.0	10.4	152/1771	1184/23.1	21.5	27.1		15.9	143	1437	WIMZ-AF
5. WOKI-F	(CHR)	74/ 8.4	11.2	11.2	11.6	10.3	10.6	283/2955	1107/21.6	23.2	24.7		10.5	94	1265	WOKI-F
6. WGAP	(C)	21/ 2.4	1.6	1.5	1.1	2.3	1.7	21/219	219/ 4.3	3.1	4.2		0.8	7	202	WGAP
7. WCKS-F	(SAC)	19/ 2.2	1.6	1.5	1.5	1.0	1.7	19/387	358/ 7.0	6.7	3.7		3.2	29	382	WCKS-F
8.																
9.																
10.																

12+ FM SHARE (METRO): 86.74% (687 of 792) (WIN 89: 87.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-F>>
2 WIMZ-AF	2 WIMZ-AF>	2 WMYU-F	2 WMYU-F>	2 WMYU-F>	2 WEZK-F>	2 WMYU-F>	2 WMYU-F<	2 WMYU-F	2 WOKI-F	2 WIMZ-F
3	3 WMYU-F	3 WIMZ-AF>>	3 WIMZ-AF>	3 WIMZ-AF	3 WMYU-F	3 WEZK-F	3 WEZK-F>	3 WEZK-F<	3 WIMZ-AF>	3 WGAP
4	4 WOKI-F	4 WOKI-F	4 WEZK-F	4 WEZK-F	4	4 WIMZ-AF>	4 WIMZ-AF>>	4 WIMZ-AF>	4 WEZK-F	4
5	5	5 WEZK-F	5	5	5	5 WOKI-F	5 WOKI-F	5 WOKI-F	5 WMYU-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIMZ-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>	1 WIMZ-AF	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>	1 WIVK-AF>>
2 WOKI-F	2 WMYU-F	2 WMYU-F>	2 WMYU-F>>	2 WMYU-F>>	2 WOKI-F<	2 WIMZ-AF>>	2 WIMZ-AF>>	2 WIMZ-AF>	2 WIMZ-AF
3 WMYU-F<	3 WIMZ-AF>	3 WIMZ-AF>>	3 WIMZ-AF>	3 WEZK-F>	3 WIVK-AF>>	3 WOKI-F	3 WMYU-F>	3 WMYU-F>	3 WMYU-F>
4 WIVK-AF>>	4 WOKI-F>>	4 WOKI-F	4 WOKI-F	4 WIMZ-AF	4 WMYU-F>	4 WMYU-F>	4 WOKI-F	4 WOKI-F	4 WEZK-F
5 WKGN >>	5 WEZK-F	5 WEZK-F	5 WEZK-F	5	5 WEZK-F>	5 WEZK-F	WEZK-F>>	5 WEZK-F	5
WEZK-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WGAP-F	95.7	Maryville	0.3/1.0/ 3/ 49
WHJM	1180	Knoxville	0.8/1.3/ 7/ 66
WKGN	1340	Knoxville	1.5/3.0/ 13/ 152
WKNF-F	94.3	Oak Ridge	1.3/4.9/ 12/ 264
WKXV	900	Knoxville	0.3/1.9/ 3/ 106
WNOX-F	99.3	Jeff City/Knxvl	0.3/1.9/ 3/ 114
WQBB	1040	Powell/Knoxvill	1.4/2.8/ 19/ 154
WRJZ	620	Knoxville	0.6/4.2/ 5/ 244
WSEV	930	Sevierville	0.6/1.1/ 5/ 55
WUTK	850	Knoxville	0.6/2.0/ 6/ 113
WYSH	1380	Clinton	0.5/1.4/ 4/ 91

RADIO STATIONS

WKGN, 1340, 1 KW , OLDIES	NBN, $ 9.00 (Roslin)	
WRJZ, 620, 5 KW (DA-N) , RELIGION	SMN, $ 11.00 (---)	
WIVK (10 KW, 990) SIMULCASTS WITH WIVK-F		
WIMZ (1 KW, 1240) SIMULCASTS WITH WIMZ-F		
WEZK-F, 97.5, 100 KW @ 1250, EZ	, $ 37.00 (Christal)	South Central
WIMZ-F, 103.5, 100 KW @ 1723, AOR	SOURCE, $ 70.00 (Christal)	Stoner
WIVK-F, 107.7, 100 KW @ 1970, COUNTRY	ABC E, $ 109.00 (Katz)	Dick
WMYU-F, 102.1, 15 KW @ 1990, AC	US 1, $ 68.00 (Eastman)	Jacor
WOKI-F, 100.3, 100 KW @ 2000, CHR	ABC F, CBS, $ 34.00 (HNWH)	(OAK RIDGE)
WKNF-F, 94.3, 2 KW @ 395, SOFT AC	TRNSTR, $ 18.00 (---)	(OAK RIDGE)

LANSING

Arbitron Rank/Pop (12+): 97/359,900

MSA Rank/Pop: 109/431,600
ADI # 101
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 18/13
Diaries: 854/421:1/55.7%
Sample Target: 780
% Below Line: 10.3
% Not Listed: 16.6

1989 Revenue: $12,100,000
HH Inc.: $30,114
Retail $: 3.2 Bil
Pop per Station: 27,684
#1 Biller: WVIC-AF $3,100,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WITL-F	(C)	107/18.0	17.3	15.4	17.5	15.7	17.0	172/1808	1021/28.4	26.8	26.0		14.9	100	755	WITL-F
2.	WVIC-AF	(CHR)	106/17.8	18.5	16.2	16.2	16.5	17.2	168/2080	1310/36.4	39.2	40.0		22.4	150	1595	WVIC-AF
3.	WJIM-F	(EZ)	43/ 7.2	8.8	7.2	7.2	6.7	7.6	61/708	491/13.6	14.5	13.4		6.4	43	475	WJIM-F
	WFMK-F	(AC)	43/ 7.2	8.5	9.5	7.9	8.7	8.3	65/961	660/18.3	20.1	21.2		6.6	44	574	WFMK-F
5.	WJR	(MOR)	37/ 6.2	3.5	3.0	5.2	5.0	4.5	81/1037	468/13.0	9.9	11.4		3.6	24	342	WJR
6.	WMMQ-F	(AOR)	29/ 4.9	3.7	5.3	5.1	4.5	4.8	31/539	484/13.4	13.4	12.3		5.5	37	478	WMMQ-F
7.	WIBM-F	(O)	28/ 4.7	5.5	5.9	5.7	5.6	5.4	79/1043	499/13.9	16.3	17.4		4.2	28	431	WIBM-F
8.	WGOR-F	(CHR)	25/ 4.2	3.7	4.7	4.4	6.4	4.3	26/522	428/11.9	13.2	16.3		6.7	45	754	WGOR-F
9.	WJXQ-F	(AOR)	22/ 3.7	3.0	2.7	4.8	3.1	3.6	29/673	392/10.9	11.2	10.4		4.8	32	440	WJXQ-F
10.	WKKP-F	(AC)	12/ 2.0	3.5	3.2	1.5	1.9	2.5	12/375	375/10.4	13.8	9.5		2.2	15	248	WKKP-F

12+ FM SHARE (METRO): 86.90% (431 of 496) (WIN 89: 87.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF>	1 WITL-F	1 WITL-F>	1 WITL-F>>	1 WVIC-AF	1 WITL-F	1 WVIC-AF<	1 WVIC-AF>	1 WITL-F>>
2 WGOR-F >>	2 WITL-F	2 WITL-F>	2 WVIC-AF>	2 WVIC-AF>	2 WJR	2 WITL-F>>	2 WVIC-AF>	2 WITL-F>>	2 WITL-F>	2 WVIC-F>
3	WFMK-F	3 WFMK-F>	3 WFMK-F>	3 WFMK-F	WJIM-F>	3 WJR	3 WJIM-F	3 WFMK-F	3 WGOR-F	3 WJR
4	4 WMMQ-F	4 WMMQ-F	4 WIBM-F>	4 WIBM-F>	4 WIBM-F	4 WJIM-F	WFMK-F>	4 WJIM-F>	4 WFMK-F	WIBM-F
5	5 WJXQ-F	5 WIBM-F	5 WMMQ-F	5 WJIM-F	5 WVIC-AF	5 WFMK-F	5 WJR	5 WMMQ-F	5 WJXQ-F	5 WMMQ-F
6	6	6	6	6 WJR	6	6	6 WMMQ-F	6	6	WJIM-F
				WMMQ-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-AF>>	1 WVIC-AF>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F		1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F>
2 WFMK-F>	2 WFMK-F>	2 WFMK-F>	2 WITL-F<	2 WVIC-AF		2 WMMQ-F>	2 WMMQ-F	2 WITL-F	2 WITL-F>	2 WVIC-AF>
3 WITL-F	3 WITL-F>	3 WITL-F>	3 WFMK-F	3 WFMK-F>		3 WITL-F>	3 WITL-F>	3 WJXQ-F	3 WMMQ-F>	3 WIBM-F
WGOR-F>	4 WJXQ-F	4 WJIM-F	4	4 WJIM-F		4 WXLA	4 WJXQ-F>	4 WMMQ-F>	4 WFMK-F	4 WFMK-F
5 WMMQ-F	5 WJIM-F	WIBM-F	5	5 WIBM-F		WILS	5 WFMK-F	5 WFMK-F>	5 WIBM-F	5 WMMQ-F
WJXQ-F>>	WGOR-F	6 WJXQ-F>>	6	6		6	6	6 WRIF-F	6 WJXQ-F	WJXQ-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WILS	1320	Lansing	1.8/5.0/ 11/ 197
WJIM	1240	Lansing	0.7/3.8/ 5/ 169
WXLA	1180	Dimondale/Lnsng	0.8/2.0/ 5/ 73
CKLW	800	Windsor/Detrt	1.2/1.8/ 15/ 191
WODJ-F	107.3	Greenvl/GrRpds	0.3/1.3/ 23/ 359
WOOD-F	105.7	Grand Rapids	1.3/3.9/ 24/ 436
WRIF-F	101.1	Detroit	1.2/3.1/ 20/ 419

RADIO STATIONS

WILS, 1320,	5 KW/1 KW (DA-3)	, BLACK	CBS,	$ 14.00	(Christal)	MacDonald	
WJIM, 1240,	1 KW	, TALK	NBC,	$ 15.00	(Torbet)	Double L	
WXLA, 1180,	1 KW (DAYS,DA)	, BLACK	,	$ 11.00	(Roslin)		(DIMONDALE)
WGOR-F, 92.1,	3 KW @ 300,	CHR	CBS,	$ 20.00	(Mc-Guild)		(ST. JOHNS)
WFMK-F, 99.1,	28 KW @ 600,	AC	,	$ 39.00	(Republic)	Liggett	
WIBM-F, 94.1,	40 KW @ 560,	OLDIES	US 2,	$ 30.00	(MMR)		(JACKSON)
WITL-F, 100.7,	27 KW @ 680,	COUNTRY	ABC E,	$ 54.00	(Banner)		
WJIM-F, 97.5,	28 KW @ 440,	BTFL/EZ	NBC,	$ 30.00	(Torbet)	Double L	
WKXQ-F, 106.1,	50 KW @ 500,	AOR	ABC R,	$ 26.00	(Christal)		(JACKSON)
WKKP-F, 101.7,	3 KW @ 150,	AC	CBS,	$ 24.00	(Christal)	MacDonald	
WMMQ-F, 92.7,	1.5 KW @ 450,	CLASSIC AOR	SOURCE, NBC,	$ 29.00	(HNWH)		(CHARLOTTE)
WVIC-F, 94.9,	49 KW @ 500,	CHR	,	$ 70.00	(Katz)	Goodrich	

LAS VEGAS

Arbitron Rank/Pop (12+): 64/547,400
MSA Rank/Pop: 83/609,700
ADI # 95
Average Person Ratings: 16.4
Market TSL: 22.00 hours

Stations: 22/22
Diaries: 1029/532:1/47.7%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 17.4

1989 Revenue: $20,100,000
HH Inc.: $27,953
Retail $: 5.2 Bil
Pop per Station: 24,881
#1 Biller: KFMS-AF $3,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KLUC-AF (CHR)	94/10.5	10.3	8.7	11.3	8.5	10.2	96/1317	1290/23.6	23.9	22.5		14.1	132	1567	KLUC-AF
2. KFMS-AF (C)	92/10.2	12.0	10.8	11.3	13.2	11.1	94/1118	1086/19.8	20.9	21.8		12.4	121	932	KFMS-AF
3. KXTZ-F (EZ)	60/ 6.7	9.3	7.9	8.5	12.4	8.1	61/693	646/11.8	14.4	16.8		6.4	63	687	KXTZ-F
4. KUDA-F (O)	57/ 6.4	4.7	3.9	4.7	4.2	4.9	58/762	711/13.0	11.5	9.0		5.0	49	488	KUDA-F
5. KKLZ-F (AOR)	49/ 5.5	4.9	5.6	5.7	5.9	5.4	49/675	675/12.3	12.3	14.9		7.5	74	880	KKLZ-F
6. KYRK-F (CHR)	45/ 5.0	5.0	6.5	5.3	5.1	5.4	51/1024	928/17.0	17.5	16.5		7.6	75	1085	KYRK-F
7. KOMP-F (AOR)	44/ 4.9	3.7	4.8	6.3	5.9	4.9	45/606	599/10.9	10.4	12.9		7.3	72	803	KOMP-F
KEYV-F (J/NA)	44/ 4.9	3.6	1.4	2.9	2.0	3.2	44/423	418/ 7.6	7.1	8.1		3.1	31	405	KEYV-F
9. KMZQ-F (AC)	37/ 4.1	3.7	5.8	4.2	4.7	4.4	37/647	647/11.8	11.2	13.0		2.7	27	331	KMZQ-F
10. KRLV-F (AC)	35/ 3.9	3.4	3.9	5.3	4.2	4.1	35/440	432/ 7.9	9.5	10.4		2.3	23	380	KRLV-F
11. KORK (BB)	32/ 3.6	5.8	5.6	3.1	3.8	4.5	32/349	349/ 6.4	7.2	6.5		2.4	24	374	KORK
12. KLTN-F (AC)	29/ 3.2	2.3	1.8	1.1	----	2.1	29/399	399/ 7.3	6.7	0.0		2.7	27	246	KLTN-F
13. KWNR-F (AC)	26/ 2.9	2.7	2.4	2.6	2.5	2.7	26/523	508/ 9.3	7.2	8.4		1.5	15	236	KWNR-F
14. KDWN (T)	22/ 2.5	1.6	2.7	3.9	1.9	2.7	23/423	391/ 7.1	5.3	7.0		1.5	15	279	KDWN
15. KNUU (N/T)	20/ 2.2	2.1	2.6	2.5	3.1	2.3	20/351	351/ 6.4	7.1	8.0		2.4	24	294	KNUU
16. KMTW (AOR)	18/ 2.0	1.4	1.6	0.9	2.3	1.5	18/202	202/ 3.7	2.7	4.6		1.7	17	132	KMTW
17. KJUL-F (AC)	14/ 1.6	1.6	1.6	0.7	----	1.4	14/237	229/ 4.2	5.6	0.0		1.3	13	182	KJUL-F
18. KENO (O)	9/ 1.0	1.1	1.3	0.7	0.7	1.0	9/176	176/ 3.2	3.3	3.7		0.4	4	147	KENO

12+ FM SHARE (METRO): 84.86% (628 of 740) (WIN 89: 81.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KYRK-F	1 KLUC-AF>	1 KLUC-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF<	1 KFMS-AF<	1 KLUC-AF	1 KLUC-AF>	1 KFMS-F>>
2 KLUC-AF>>	2 KOMP-F	2 KFMS-AF	2 KUDA-F	2 KUDA-F	2 KXTZ-F>	2 KLUC-AF>	2 KLUC-AF	2 KFMS-AF>	2 KYRK-F	2 KOMP-F
3	3 KKLZ-F	3 KUDA-F	3 KLUC-AF	3 KLUC-AF	3 KUDA-F	3 KUDA-F<	3 KXTZ-F	3 KUDA-F	3 KKLZ-F	3 KKLZ-F
4	4 KFMS-AF	4 KKLZ-F	4 KKLZ-F	4 KEYV-F<	4 KORK	4 KXTZ-F	4 KUDA-F	4 KYRK-F	4 KFMS-AF	4 KUDA-F
5	5 KYRK-F	5 KOMP-F	5 KEYV-F	5 KKLZ-F	5 KLUC-AF	5 KKLZ-F	5 KEYV-F	5 KXTZ-F	5 KEYV-F	5 KXTZ-F
6	KMZQ-F	6 KEYV-F	6	6	6 KEYV-F	6 KOMP-F	6 KKLZ-F	KEYV-F	6	6 KDWN >>

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KLUC-AF>>	1 KLUC-AF>>	1 KLUC-AF	1 KLUC-AF>	1 KFMS-AF>	1 KOMP-F	1 KOMP-F	1 KFMS-AF	1 KFMS-AF	1 KFMS-AF
2 KYRK-F>	2 KKLZ-F	2 KKLZ-F	2 KFMS-AF>	2 KUDA-F	2 KLUC-AF>	2 KLUC-AF	KOMP-F	KLUC-AF	2 KUDA-F
3 KFMS-AF	3 KFMS-AF	3 KFMS-AF	3 KUDA-F	3 KLUC-AF	3 KYRK-F	3 KKLZ-F	3 KKLZ-F	3 KUDA-F<	3 KKLZ-F
KKLZ-F	KYRK-F>	KUDA-F	4 KRLV-F	4 KXTZ-F	KMTW	4 KFMS-AF	4 KLUC-AF	4 KOMP-F	4 KEYV-F
5	5 KOMP-F	5 KOMP-F	KEYV-F	5 KEYV-F	5 KKLZ-F	5 KMZQ-F	KEYV-F	KKLZ-F	5 KLUC-AF
6	6	6 KWNR-F	6	6	6 KMZQ-F	6 KEYV-F	6 KUDA-F	6	6 KOMP-F
		KLTN-F					7 KMZQ-F		

OTHER RATED STATIONS			METRO CUME SHARE/RTG/	TSA TSA AQH/CUME
KREL	1280	Henderson/LosVg	0.6/2.1/	5/ 113
KRRI-F	105.5	Boulder Cty/LV	0.9/4.6/	8/ 251

RADIO STATIONS

KDWN, 720, 50 KW (DA-N)	, TALK	,	$	19.00	(Roslin)	
KENO, 1460, 5 KW/1 KW (DA-N)	, OLDIES	,	$	16.00	(Christal)	Lotus
KNUU, 970, 5 KW/500 W (DA-2)	, NEWS/TALK	MBS, CBS,	$	15.00	(---)	
KORK, 920, 5 KW/500 W (DA-2)	, NOSTALGIA	ABC I,	$	19.00	(MMR)	Anchor
KEYV-F, 93.1, 50 KW @ 100	, JAZZ/NAC	,	$	29.00	(HNWH)	
KFMS-F, 101.9, 100 KW @ 1110	, COUNTRY	,	$	61.00	(Katz)	
KJUL-F, 104.3, 100 KW @ 1115	, AC	APR,	$	20.00	(---)	Ragan Henry
KKLZ-F, 96.3, 100 KW @ 1170	, CLASSIC AOR	,	$	34.00	(Banner)	
KLTN-F, 103.5, 100 KW @ 1042	, AC	TRNSTR,	$	20.00	(K & P)	
KLUC-F, 98.5, 100 KW @ 1180	, CHR	UPI,	$	60.00	(Mc-Guild)	Nationwide
KMZQ-F, 100.5, 98 KW @ 1180	, AC	,	$	46.00	(Eastman)	Commonwealth
KOMP-F, 92.3, 100 KW @ 1520	, AOR	,	$	35.00	(Christal)	Lotus
KRLV-F, 106.5, 100 KW @ 1155	, SOFT AC	,	$	28.00	(Eastman)	
KRRI-F, 105.5, 50 KW @ 1450	, OLDIES	MBS,	$	20.00	(Torbet)	
KUDA-F, 107.5, 25 KW @ 3726	, OLDIES	,	$	30.00	(Katz)	Americom (Quinn)
KWNR-F, 95.5, 100 KW @ 1120	, OLDIES	,	$	26.00	(Torbet)	
KXTZ-F, 94.1, 100 KW @ 1250	, BTFL/EZ	,	$	44.00	(Durpetti)	Parker
KYRK-F, 97.1, 50 KW @ 1950	, CHR	,	$	33.00	(MMR)	Anchor

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900
MSA Rank/Pop: 2/11,700,000
ADI # 2
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 44/44
Diaries: 4354/2128:1/50.6%
Sample Target: 3650
% Below Line: 0.0
% Not Listed: 10.1

1989 Revenue: $385,000,000
HH Inc.: $33,525
Retail $: 88.0 Bil
Pop per Station: 210,588
#1 Biller: KABC $35,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KOST-F	(AC)	1088/ 6.4	5.7	6.8	6.1	5.6	6.3	1259/18121	15657/16.9	15.6	15.4		6.0	960	11467	KOST-F
2.	KIIS-AF	(CHR)	1033/ 6.1	5.4	6.4	5.2	7.1	5.8	1227/22430	18650/20.1	18.0	23.4		6.7	1069	17507	KIIS-AF
3.	KPWR-F	(CHR)	946/ 5.6	6.2	6.1	7.1	6.4	6.3	1021/16807	15176/16.4	17.1	17.8		8.2	1319	18053	KPWR-F
4.	KABC	(T)	749/ 4.4	4.6	4.3	5.2	4.9	4.6	821/10439	9509/10.3	10.8	11.3		4.4	713	7842	KABC
5.	KLOS-F	(AOR)	649/ 3.8	4.2	4.1	3.8	4.6	4.0	933/13641	10370/11.2	11.1	11.4		5.4	863	10258	KLOS-F
6.	KQLZ-F	(CHR)	609/ 3.6	3.8	5.5	4.3	2.7	4.3	839/12868	10084/10.9	11.0	8.3		4.2	668	11016	KQLZ-F
7.	KBIG-F	(AC)	606/ 3.6	4.0	3.6	4.3	4.0	3.9	729/10420	8712/ 9.4	9.7	10.7		2.2	346	5194	KBIG-F
8.	KFWB	(N)	563/ 3.3	2.6	3.1	3.0	2.9	3.0	605/13361	12218/13.2	12.1	13.8		2.6	415	8347	KFWB
9.	KWKW	(SP)	555/ 3.3	3.5	2.7	2.2	2.3	2.9	561/5426	5329/ 5.8	5.3	3.7		2.6	419	3915	KWKW
10.	KROQ-F	(AOR)	538/ 3.2	2.5	2.5	2.3	3.0	2.6	583/8674	7827/ 8.4	7.3	9.0		4.0	649	8355	KROQ-F
11.	KTNQ	(SP)	532/ 3.1	2.7	1.9	2.5	1.6	2.5	550/5252	5010/ 5.4	4.9	4.3		1.9	302	4079	KTNQ
12.	KMPC	(BB)	521/ 3.1	2.1	2.7	2.5	2.3	2.6	558/7613	6915/ 7.5	6.9	6.5		2.5	402	4509	KMPC
13.	KNX	(N)	517/ 3.0	3.4	2.8	3.3	3.6	3.1	683/14206	10661/11.5	13.2	12.7		2.6	418	4694	KNX
14.	KTWV-F	(J/NA)	516/ 3.0	3.1	2.8	2.5	3.4	2.8	608/10080	8481/ 9.2	9.0	9.0		3.1	502	7043	KTWV-F
15.	KLVE-F	(SP)	502/ 3.0	3.2	3.2	1.8	2.3	2.8	549/6684	6107/ 6.6	6.7	5.7		2.6	415	4663	KLVE-F
16.	KRTH-AF	(O)	504/ 2.9	3.1	4.1	3.9	3.9	3.5	641/12579	10003/10.8	12.6	15.2		2.3	359	6316	KRTH-AF
17.	KXEZ-F	(EZ)	490/ 2.9	2.5	4.6	4.1	4.5	3.5	507/7231	6814/ 7.4	7.3	9.4		2.1	340	3630	KXEZ-F
18.	KLSX-F	(CL AOR)	385/ 2.3	2.2	2.0	1.8	2.5	2.1	425/8330	7527/ 8.1	7.9	8.3		2.5	394	6773	KLSX-F
19.	KZLA-F	(C)	344/ 2.0	2.2	2.3	2.0	2.3	2.1	375/5205	4547/ 4.9	5.8	5.8		2.8	454	5239	KZLA-F
20.	KJLH-F	(B)	322/ 1.9	2.3	1.9	2.2	2.3	2.1	330/5485	5277/ 5.7	5.6	5.5		2.6	421	6195	KJLH-F
21.	KODJ-F	(O)	292/ 1.7	1.8	2.0	2.0	1.1	1.9	404/8371	6529/ 7.0	6.1	4.9		1.9	301	5091	KODJ-F
22.	KFI	(T)	26[illegible]/ [illegible].6	1.7	1.6	1.8	1.3	1.7	382/7181	5017/ 5.4	5.8	5.9		2.2	356	4750	KFI
23.	KLIT-F	(SAC)	247/ 1.5	1.2	1.2	0.7	0.9	1.1	290/5289	4596/ 5.0	4.9	3.5		1.4	232	2854	KLIT-F
24.	KKGO-F	(CL)	231/ 1.4	1.4	1.0	1.2	1.1	1.3	254/4809	4313/ 4.7	5.1	3.8		1.1	184	3208	KKGO-F
25.	KKBT-F	(B/U)	216/ 1.3	0.4	1.7	1.5	1.6	1.2	250/5380	4773/ 5.2	2.1	5.9		0.8	136	2224	KKBT-F
26.	KACE-F	(B)	198/ 1.2	1.9	1.2	1.3	0.9	1.4	198/3668	3663/ 4.0	4.4	3.3		1.2	198	3443	KACE-F
27.	KALI	(SP)	193/ 1.1	1.0	0.8	1.0	1.2	1.0	194/2756	2737/ 3.0	2.7	2.4		0.7	116	2047	KALI
28.	KSKQ	(SP)	185/ 1.1	1.3	1.1	1.0	1.1	1.1	185/2539	2539/ 2.7	2.8	2.1		0.6	94	970	KSKQ
29.	KNAC-F	(AOR)	181/ 1.1	0.8	1.0	1.0	1.4	1.0	192/2802	2532/ 2.7	2.4	3.5		1.4	226	2849	KNAC-F
30.	KRLA	(O)	173/ 1.0	1.0	0.8	0.9	0.8	0.9	181/3585	3372/ 3.6	3.5	3.5		1.1	172	2613	KRLA
31.	KDAY	(B)	170/ 1.0	0.6	0.6	1.5	0.6	0.9	171/3323	3282/ 3.5	3.2	2.3		1.4	227	3243	KDAY
32.																	
33.																	
34.																	
35.																	

12+ FM SHARE (METRO): 67.22% (10265 of 15271) (WIN 89: 65.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIIS-AF	1 KOST-F<	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC >	1 KIIS-AF	1 KOST-F>	1 KOST-F	1 KPWR-F	1 KABC >
2 KPWR-F>	2 KPWR-F	2 KIIS-AF<	2 KIIS-AF	2 KIIS-AF	2 KMPC <	2 KLOS-F	2 KBIG-F<	2 KIIS-AF	2 KOST-F	2 KFWB
3 KQLZ-F	3 KLOS-F	3 KPWR-F	3 KLOS-F	3 KBIC-F<	3 KOST-F	3 KABC	3 KIIS-AF	3 KPWR-F>	3 KIIS-AF	3 KNX
4	4 KIIS-AF	4 KLOS-F	4 KRTH-AF	4 KRTH-AF<	KFWB	4 KPWR-F	4 KPWR-F	4 KBIG-F	4 KABC >	4 KMPC
5	5 KROQ-F<	5 KQLZ-F	KTNQ	5 KTWV-F	5 KNX	KOST-F<	5 KABC	5 KQLZ-F	5 KROQ-F	5 KPWR-F
6	6 KQLZ-F	KBIG-F<	6 KWKW	KTNQ	6 KXEZ-F	6 KFWB	6 KRTH-AF<	6 KROQ-F	6 KWKW	6 KOST-F
7	7 KLVE-F	7 KROQ-F<	KTWV-F	KLOS-F<	7 KTWV-F	7 KNX	7 KQLZ-F	7 KLOS-F	KQLZ-F	7 KLVE-F
8	8 KLSX-F<	8 KTNQ <	KBIG-F	8 KWKW	KBIG-F	8 KTNQ	8 KTWV-F	8 KTWV-F<	KLVE-F	8 KFI
9	9 KBIG-F	9 KWKW	9 KPWR-F	9 KPWR-F	9 KIIS-AF<	9 KMPC	KTNQ	9 KNX	9 KJLH-F	9 KIIS-AF
10	10 KTNQ	10 KRTH-AF	10 KLVE-F	10 KLVE-F	10 KWKW	10 KWKW	10 KXEZ-F	KFWB	KFWB	10 KZLA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>	1 KOST-F	1 KQLZ-F	1 KLOS-F	1 KLCS-F	1 KLOS-F	1 KOST-F<
2 KPWR-F>	2 KPWR-F	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	KPWR-F<	2 KPWR-F	2 KLSX-F	2 KPWR-F<	2 KLOS-F<
3 KIIS-AF	3 KIIS-AF	3 KLOS-F<	3 KPWR-F	3 KWKW	3 KLOS-F>	3 KQLZ-F<	3 KTNQ	3 KIIS-AF<	3 KTWV-F
4 KROQ-F<	4 KROQ-F<	4 KLVE-F	4 KBIG-F<	4 KBIG-F	4 KROQ-F	4 KROQ-F	4 KOST-F<	4 KOST-F	KTNQ
5 KQLZ-F>	5 KLOS-F	5 KPWR-F	5 KWKW	5 KRTH-AF	5 KIIS-AF	5 KIIS-AF<	5 KPWR-F	5 KTNQ	5 KIIS-AF
6 KLOS-F	6 KQLZ-F<	6 KWKW	6 KLOS-F	6 KPWR-F	6 KOST-F	6 KOST-F<	6 KIIS-AF	6 KQLZ-F	6 KRTH-AF
7 KBIG-F	7 KLVE-F<	7 KBIG-F<	7 KLVE-F	7 KLVE-F	7 KNAC-F	7 KLSX-F	KRTH-AF	7 KROQ-F<	7 KLSX-F
8 KJLH-F	8 KBIG-F	8 KROQ-F	8 KROQ-F<	8 KTWV-F	8 KLVE-F	8 KTNQ	KROQ-F	8 KLSX-F	8 KBIG-F
9 KLVE-F	9 KWKW	9 KQLZ-F	9 KQLZ-F<	KTNQ	KLSX-F>	9 KLVE-F	9 KLVE-F	9 KTWV-F	9 KABC
10 KWKW	10 KJLH-F	10 KTWV-F	10 KRTH-AF	KLOS-F	10 KBIG-F	10 KRTH-AF	10 KTWV-F	10 KRTH-AF	10 KPWR-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KFSG-F	96.3	Los Angeles	0.3/1.5/ 59/1578
KGFJ	1230	Los Angeles	0.8/2.1/139/1942
KGIL	1260	San Fernando	0.3/0.9/ 51/ 804
KGRB	900	West Covina	0.7/1.3/125/1250
KIEV	870	Glendale	0.3/1.7/ 50/1681
KKLA-F	99.5	Los Angeles	0.6/2.4/116/2514
KLAC	570	L A/ANAHEIM	0.8/3.8/189/4154
KMAX-F	107.1	Arcadia/LosAngl	0.4/1.4/ 62/1291
KOCM-F	103.1	Newport Bch.	0.4/1.0/ 60/ 948
KSKQ-F	97.9	Long Beach	0.9/2.8/148/2712
KWIZ	1480	Santa Ana	0.3/0.7/ 47/ 649

RADIO STATIONS

KABC	790	5 KW (DA-N)	TALK	ABC I, ABC T	$ 410.00	(Katz)	Cap Cities/ABC	
KALI	1430	5 KW (DA-2)	HISPANIC		$ 90.00	(Katz)		(SAN GABRIEL)
KDAY	1580	50 KW (DA-2)	BLACK	NBN	$ 100.00	(Roslin)	Heritage	(SANTA MONICA)
KFI	640	50 KW	TALK	MBS	$ 150.00	(Christal)	Cox	
KFWB	980	5 KW	NEWS	NBC, UPI	$ 300.00	(Group W)	Westinghouse	
KGFJ	1230	1 KW	BLACK OLDIES	SBN, SMN	$ 70.00	(Roslin)		
KLAC	570	5 KW (DA-N)	COUNTRY	ABC D	$ 130.00	(Eastman)	Malrite	
KMPC	710	50 KW/10 KW (DA-N)	NOSTALGIA/MOR		$ 270.00	(Durpetti)	Golden West	
KNX	1070	50 KW	NEWS	CBS	$ 340.00	(CBS)	CBS	
KRLA	1110	50 KW (DA-2)	OLIDES		$ 100.00	(MMR)	Greater Media	
KKHJ	930	5 KW (DA-N)	HISPANIC		$ N/A	(Republic)		
KSKQ	1540	50 KW/10 KW (DA-2)	HISPANIC		$ 100.00	(SBS)	SBS	
KTNQ	1020	50 KW (DA-2)	HISPANIC	CRC	$ 165.00	(Caballero)	Heftel	
KWKW	1330	5 KW (DA-N)	HISPANIC		$ 120.00	(Lotus)	Lotus	

FM STATIONS

KACE	103.9	1.6 KW @ 390	BLACK	APR	$ 85.00	(K & P)	All Pro	(INGLEWOOD)
KBIG	104.3	105 KW @ 2890	AC		$ 280.00	(CBS)	Bonneville	
KLIT	101.9	2.5 KW @ 2848	SOFT AC		$ 100.00	(Durpetti)	Golden West	(GLENDALE)
KKBT	92.3	39 KW @ 2835	AC/HYBRID		$ 200.00	(Mc-Guild)	Evergreen	
KIIS	102.7	8 KW @ 2790	CHR		$ 550.00	(Mc-Guild)	Gannett	
KJLH	102.3	3 KW @ 300	BLACK		$ 117.00	(Roslin)		(COMPTON)
KXEZ	98.7	75 KW @ 1180	EZ/SOFT AC		$ 285.00	(Banner)	Viacom	
KKGO	105.1	18 KW @ 2900	CLASSICAL	APR	$ 110.00	(CMBS)		
KLOS	95.5	63 KW @ 3129	AOR	ABC R	$ 312.00	(Katz)	Cap Cities/ABC	
KLSX	97.1	55 KW @ 770	CLASSIC AOR		$ 300.00	(MMR)	Greater Media	
KLVE	107.5	60 KW @ 2800	HISPANIC		$ 175.00	(Caballero)	Heftel	
KMAX	107.1	3 KW @ -13	HISPANIC		$ 60.00	(---)	Douglas	(ARCADIA)
KNAC	105.5	1.6 KW @ 400	AOR	ABC F	$ 120.00	(---)		(LONG BEACH)
KODJ	93.1	28 KW @ 3496	OLDIES	RADRAD	$ 200.00	(CBS)		
KOST	103.5	13 KW @ 3100	AC		$ 410.00	(Christal)	Cox	
KPWR	105.9	72 KW @ 770	CHR/URBAN		$ 425.00	(HNWH)	Emmis	
KQLZ	100.3	5 KW @ 3060	CHR/AOR	SOURCE	$ 600.00	(Eastman)	Westwood One	
KROQ	106.7	6 KW @ 1388	AOR		$ 300.00	(Torbet)	Infinity	
KRTH	101.1	51 KW @ 3130	OLDIES	US 2	$ 350.00	(Republic)	Beasley	
KSKQ	97.9	79 KW @ 420	HISPANIC		$ 120.00	(SBS)	SBS	
KTWV	94.7	55 KW @ 2952	JAZZ/NAC		$ 260.00	(Banner)	Westinghouse	
KZLA	93.9	49 KW @ 720	COUNTRY		$ 225.00	(Eastman)	Malrite	

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KJOI-F change to KXEZ-F as of February 1990...		

LOUISVILLE

Arbitron Rank/Pop (12+): 49/793,200

MSA Rank/Pop: 51/960,300
ADI # 45
Average Person Ratings: 16.4
Market TSL: 21.50 hours

Stations: 18/17
Diaries: 1326/598:1/59.1%
Sample Target: 1200
% Below Line: 0.5
% Not Listed: 10.2

1989 Revenue: $23,600,000
HH Inc.: $27,183
Retail $: 7.7 Bil
Pop per Station: 46,658
#1 Biller: WHAS $5,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHAS	(MOR)	212/16.3	15.9	10.8	12.2	14.8	13.8	270/3426	2465/31.1	30.3	34.4		15.4	212	2765	WHAS
2. WAMZ-F	(C)	191/14.7	15.9	16.4	16.3	17.1	15.8	303/3081	2000/25.2	26.6	27.9		15.3	211	2107	WAMZ-F
3. WDJX-AF	(CHR)	151/11.6	11.5	13.7	15.3	12.2	13.0	202/3080	2258/28.5	26.6	26.3		13.1	180	2214	WDJX-AF
4. WVEZ-F	(SAC)	100/ 7.7	8.7	7.9	5.9	6.7	7.6	118/1671	1414/17.8	19.5	15.6		6.7	93	1078	WVEZ-F
5. WLRS-F	(AOR)	95/ 7.3	7.4	6.3	5.5	4.2	6.6	107/1535	1363/17.2	16.3	17.7		9.5	131	1773	WLRS-F
6. WRKA-F	(O)	92/ 7.1	4.8	5.6	6.0	6.4	5.9	98/1357	1288/16.2	14.0	14.5		5.4	74	986	WRKA-F
7. WQMF-F	(AOR)	83/ 6.4	6.6	8.2	8.3	9.4	7.4	108/1784	1332/16.8	16.2	19.4		8.0	110	1351	WQMF-F
8. WLOU	(B)	74/ 5.7	6.1	9.4	7.1	7.4	7.1	75/750	739/ 9.3	9.9	9.8		8.8	~~122~~	1102	WLOU
9. WXVW	(BB)	39/ 3.0	1.6	2.8	3.0	1.9	2.6	39/510	510/ 6.4	4.8	5.3		2.4	33	271	WXVW
10. WLSY-F	(EZ)	34/ 2.6	3.3	3.0	3.0	1.9	3.0	34/422	417/ 5.3	7.8	6.1		1.4	20	349	WLSY-F
11. WAVG	(O)	29/ 2.2	2.5	3.2	3.8	4.4	2.9	33/877	822/10.4	10.9	12.1		1.6	22	628	WAVG
12. WWKY	(C)	22/ 1.7	1.8	1.9	0.5	0.8	1.5	24/409	354/ 4.5	4.4	2.5		0.4	5	139	WWKY
13.																

12+ FM SHARE (METRO): 64.41% (751 of 1166) (WIN 89: 64.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLRS-F	1 WDJX-AF	1 WAMZ-F	1 WAMZ-F>	1 WAMZ-F	1 WHAS >	1 WHAS >>	1 WAMZ-F>	1 WAMZ-F	1 WHAS	1 WHAS >>
2 WDJX-AF	2 WAMZ-F	2 WDJX-AF>	2 WHAS <	2 WHAS	2 WAMZ-F>	2 WDJX-AF<	2 WHAS	2 WHAS	2 WDJX-AF	2 WAMZ-F
3	3 WQMF-F>	3 WHAS <	3 WRKA-F<	3 WVEZ-F<	3 WVEZ-F	3 WAMZ-F>	3 WVEZ-F	3 WDJX-AF>	3 WAMZ-F	3 WLRS-F
4	4 WLRS-F	4 WVEZ-F<	4 WVEZ-F	4 WRKA-F	4 WRKA-F	4 WQMF-F	4 WDJX-AF	4 WLRS-F	4 WLRS-F>	4 WDJX-F
5	5 WLOU	5 WRKA-F	5 WDJX-AF	5 WDJX-AF	5	5 WVEZ-F	5 WRKA-F>	5 WVEZ-F	5 WLOU	5 WVEZ-F
6	6 WRKA-F	6 WQMF-F	6 WQMF-F	6 WQMF-F	6	6 WRKA-F	6 WLOU	6 WRKA-F	6 WQMF-F<	6
7	7 WVEZ-F	7	7	7	7	7	7	7	7 WVEZ-F<	7
8	8	8	8	8	8	8	8	8	8 WRKA-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQMF-F	1 WDJX-AF>	1 WDJX-AF<	1 WDJX-AF	1 WAMZ-F>	1 WQMF-F	1 WAMZ-F<	1 WAMZ-F>	1 WAMZ-F>	1 WAMZ-F
2 WDJX-AF>>	2 WAMZ-F	2 WAMZ-F	WAMZ-F>	2 WRKA-F	2 WLRS-F	2 WQMF-F	2 WQMF-F>	2 WQMF-F	2 WHAS >
3 WLOU	3 WLOU	3 WRKA-F	3 WVEZ-F	3 WVEZ-F	3 WDJX-AF>	3 WDJX-AF	3 WDJX-AF	3 WHAS <	3 WRKA-F
4 WAMZ-F	4 WRKA-F	4 WLOU	4 WRKA-F	4 WHAS >	4 WAMZ-F>	4 WLRS-F>	4 WRKA-F	4 WDJX-AF	4 WVEZ-F
5 WLRS-F>	5 WVEZ-F	5 WVEZ-F	5 WLOU	5 WDJX-AF	5 WHAS	5 WHAS	5 WHAS	5 WRKA-F<	5 WQMF-F<
6 WVEZ-F>	6 WQMF-F	WQMF-F>	6 WHAS >	6 WLOU	6 WLOU	6 WVEZ-F	6 WVEZ-F	6 WVEZ-F	6 WDJX-AF
7 WRKA-F>	7 WLRS-F	7 WHAS	7 WQMF-F<	7 WQMF-F	7 WVEZ-F>>	WRKA-F	WLRS-F>>	7	7
8	8	8	8 WLRS-F	8	8	8	8	8	8

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WFIA	900	Louisville	0.5/2.4/ 7/ 216
WLLV	1240	Louisville	1.2/2.5/ 15/ 198
WTMT	620	Louisville	0.7/3.0/ 9/ 244
WXLN-F	103.9	Louisville	0.6/3.2/ 8/ 254
WLW	700	Cincinnati	0.5/0.9/ 13/ 164

RADIO STATIONS

WAVG, 970, 5 KW (DA-N)	, MOR	NBC, US 2, $ 33.00	(MMR)	Radio One
WDJX, 1080, 10 KW/1 KW (DA-2)	, SIMULCAST WITH WDJX-F			
WHAS, 840, 50 KW	, MOR	ABC I, $ 120.00	(Christal)	Clear Channel
WLOU, 1350, 5 KW/500 W (DA-N)	, BLACK	SBN, $ 40.00	(MMR)	Johnson
WTMT, 620, 500 W (DA-2)	, COUNTRY	, $ 14.00	(---)	
WWKY, 790, 5 KW/1 KW (DA-2)	, COUNTRY	TRNSTR, $ 26.00	(Katz)	Wilkes-Schwartz
WXVW, 1450, 1 KW	, NOSTALGIA	SMN, $ 25.00	(K & P)	
WAMZ-F, 97.5, 100 KW @ 505	, COUNTRY	, $ 96.00	(Christal)	Clear Channel
WDJX-F, 99.7, 24 KW @ 720	, CHR	APR, $ 65.00	(Republic)	Stoner
WLRS-F, 102.3, 3 KW @ 300	, CHR/AOR	ABC R, $ 44.00	(Durpetti)	Radio One
WLSY-F, 101.7, 1 KW @ 400	, BTFL/EZ	US 2 , $ 30.00	(Banner)	
WQMF-F, 95.7, 34 KW @ 580	, AOR	, $ 56.00	(Eastman)	
WRKA-F, 103.1, 3 KW @ 300	, OLDIES	, $ 53.00	(Banner)	
WVEZ-F, 106.9, 24 KW @ 670	, SOFT AC	, $ 59.00	(Katz)	Wilkes-Schwartz
WXLN-F, 103.9, 1 KW @ 500	, RELIGION	, $ 18.00	(---)	

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900
MSA Rank/Pop: 122 (McAllen) 655,000
162 (Brownsville)
ADI # 111
Average Person Ratings: 19.0
Market TSL: 25.25 hours

Stations: 18/18
Diaries: 1020/477:1/57.5%
Sample Target: 870
% Below Line: 0.0
% Not Listed: 10.0

1989 Revenue: $12,100,000
HH Inc.: $17,591
Retail $: 3.5 Bil
Pop per Station: 27,050
#1 Biller: KGBT $2,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KTXF-F	(C)	153/16.6	14.0	13.2	13.4	13.0	14.3	169/1490	1347/27.7	25.5	24.5		20.1	204	1465	KTXF-F
2. KBFM-F	(CHR)	150/16.0	18.6	20.0	19.7	18.7	18.6	165/1793	1692/34.8	33.4	34.4		23.4	237	1873	KBFM-F
3. KGBT	(SP)	140/15.2	12.4	17.2	11.8	16.6	14.1	154/1364	1223/25.1	24.9	25.6		11.7	119	1267	KGBT
4. KIWW-F	(SP)	83/ 9.0	6.0	5.1	8.8	6.8	7.2	84/938	865/17.8	17.5	17.2		4.8	49	750	KIWW-F
5. KELT-F	(AC)	57/ 6.2	6.1	6.4	6.8	5.5	6.4	61/851	786/16.1	16.1	14.7		6.7	68	713	KELT-F
6. KVLY-F	(EZ)	46/ 5.0	3.9	5.4	4.3	5.4	4.7	50/601	590/12.1	7.9	10.7		4.0	41	408	KVLY-F
7. KQXX-F	(SP)	44/ 4.8	5.5	4.0	4.7	5.4	4.8	45/543	534/11.0	10.5	12.0		3.7	38	383	KQXX-F
8. KIRT	(SP)	25/ 2.7	2.3	3.5	3.6	2.6	3.0	28/461	410/ 8.4	6.3	7.3		2.3	23	301	KIRT
9. KRIX-F	(AOR)	23/ 2.5	3.1	4.1	4.0	3.7	3.4	24/486	469/ 9.6	11.4	11.8		5.1	52	767	KRIX-F
10. KURV	(N/T)	21/ 2.3	1.3	1.2	1.5	1.1	1.6	21/254	242/ 5.0	3.8	3.7		0.7	5	152	KURV
11. KJAV-F	(SP)	20/ 2.2	1.6	1.0	3.0	2.3	2.0	21/243	241/ 4.9	3.2	4.1		0.9	9	152	KJAV-F
12. KRGE	(O)	17/ 1.8	1.2	1.2	1.8	0.6	1.5	17/222	213/ 4.4	6.7	5.2		0.9	9	174	KRGE
13. KITM-F	(SP)	15/ 1.6	2.5	2.2	1.1	1.4	1.9	17/311	276/ 5.7	6.3	2.9		2.5	25	205	KITM-F
14. KBOR-F	(SP)	11/ 1.2	0.5	0.2	----	----	0.5	11/154	148/ 3.0	10.2	0.0		1.3	13	222	KBOR-F
15. KBOR	(SP)	8/ 0.9	4.0	2.0	3.1	1.8	2.5	8/185	185/ 3.8	0.0	5.4		1.7	17	340	KBOR

12+ FM SHARE (METRO): 72.36% (602 of 832) (WIN 89: 70.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KTXF-F<	1 KTXF-F>	1 KTXF-F	1 KTXF-F	1 KGBT >	1 KGBT	1 KTXF-F	1 KTXF-F<	1 KBFM-F>	1 KGBT >>
2	2 KBFM-F>	2 KBFM-F	2 KGBT >	2 KGBT >	2 KTXF-F>	2 KTXF-F	2 KGBT	2 KGBT	2 KTXF-F>	2 KBFM-F
3	3 KELT-F	3 KGBT	3 KIWW-F	3 KIWW-F	3 KIWW-F>	3 KBFM-F>	3 KBFM-F	3 KBFM-F>>	3 KIWW-F	3 KTXF-F
4	4 KIWW-F>	4 KIWW-F	4 KELT-F	4 KELT-F	4 KVLY-F	4 KIWW-F	4 KIWW-F	4 KIWW-F	4 KQXX-F	4
5	5 KGBT	5 KELT-F	5 KBFM-F	5 KBFM-F	5 KQXX-F	5 KELT-F	5 KVLY-F	5 KELT-F	KGBT	5
6	6	6	6 KVLY-F	6 KVLY-F	6	6	6 KELT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBFM-F>>	1 KTXF-F	1 KTXF-F>>	1 KTXF-F>	1 KTXF-F
2 KTXF-F>	2 KBFM-F>	2 KELT-F>	2 KBFM-F	2 KGBT >
3 KIWW-F>	3 KELT-F	3 KIWW-F	3 KGBT	3 KELT-F
4 KELT-F>>	4 KIWW-F>	4 KGBT	4 KIWW-F	4 KIWW-F
5	5 KGBT	KBFM-F	5 KELT-F	5 KVLY-F
	6 KVLY-F	6	6	6 KBFM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBFM-F>>	1 KBFM-F	1 KELT-F	1 KTXF-F	1 KTXF-F
2 KTXF-F>	2 KTXF-F	2 KTXF-F	2 KBFM-F	2 KGBT
3 KRIX-F>>	3 KELT-F	KIWW-F	3 KGBT	3 KIWW-F
4	4 KIWW-F>	4 KBFM-F>	4 KIWW-F	4 KELT-F
	5 KRIX-F	5 KQXX-F	5 KELT-F	5 KBFM-F
	6	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KIKN	840	Pharr	0.6/1.7/ 6/ 146
KRIO	910	McAllen	0.6/2.9/ 7/ 151
KUBR	1210	San Juan	0.8/1.2/ 7/ 68

RADIO STATIONS

KBOP, 1600, 1 KW (DA-1) , HISPANIC , $ 20.00 (Caballero)
KGBT, 1530, 50 KW/10 KW (DA-N) , HISPANIC , $ 50.00 (Katz Hisp.) Tichenor
KIRT, 1580, 1 KW/300 W , HISPANIC , $ 18.00 (Caballero)
KRGE, 1290, 5 KW (DA-N) , OLDIES US 1, SMN, $ 15.00 (Banner) First Cities
KURV, 710, 1 KW (DA-1) , TALK ABC T, CNN, $ 12.00 (Miller)

KBFM-F, 104.1, 100 KW @ 990, CHR ABC F, $ 39.00 (Republic) Waldron
KBOR-F, 105.3, 530 KW @ 640, HISPANIC , $ 20.00 (Caballero)
KELT-F, 94.5, 100 KW @ 1154, AC , $ 31.00 (Katz)
KIWW-F, 96.1, 100 KW @ 937, HISPANIC , $ 30.00 (Katz Hisp.) Tichenor
KQXX-F, 98.5, 100 KW @ 1400, HISPANIC , $ 21.00 (Caballero)
KRIX-F, 99.5, 100 KW @ 1100, AOR ABC R, $ 25.00 (Banner) First Cities
KTXF-F, 100.3, 100 KW @ 1140, COUNTRY ABC E, $ 35.00 (Christal) Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC , $ 10.00 (---)
KVLY-F, 107.9, 100 KW @ 490, BTFL/EZ , $ 22.00 (Torbet) Tippie

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800

MSA Rank/Pop: 48/975,800
ADI # 40
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 22/21
Diaries: 1314/678:1/52.1%
Sample Target: 1170
% Below Line: 0.6
% Not Listed: 7.8

1989 Revenue: $27,200,000
HH Inc.: $23,401
Retail $: 7.5 Bil
Pop per Station: 42,419
#1 Biller: WGKX-F $5,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	209/13.3	16.2	14.3	13.1	15.0	14.2	259/2862	2199/24.7	26.2	24.2		17.3	234	2203	WHRK-F
2. WGKX-F	(C)	188/12.0	10.9	9.9	10.5	10.1	10.8	260/2898	2085/23.4	21.2	19.6		10.2	138	1600	WGKX-F
3. WDIA	(B)	151/ 9.6	11.2	9.5	9.4	7.8	9.9	177/2311	1869/21.0	20.2	17.6		9.8	133	1484	WDIA
4. WRVR-F	(AC)	146/ 9.3	7.4	6.4	9.1	8.2	8.1	164/2472	2001/22.5	19.4	19.4		7.0	95	1464	WRVR-F
5. WEGR-F	(AOR)	132/ 8.4	8.6	8.8	7.6	8.8	8.4	173/1741	1318/14.8	15.7	13.8		10.1	136	1378	WEGR-F
6. WMC -F	(CHR)	117/ 7.5	8.2	6.8	6.1	7.6	7.2	170/2649	1790/20.1	20.3	21.1		9.2	124	2144	WMC -F
7. WLOK	(R/G)	88/ 5.6	4.4	4.6	5.6	4.2	5.1	89/953	935/10.5	10.7	9.4		5.7	77	801	WLOK
8. WEZI-F	(EZ)	63/ 4.0	3.1	6.5	4.5	6.0	4.5	66/1005	893/10.0	9.3	12.7		4.5	61	933	WEZI-F
9. KRNB-F	(B)	59/ 3.8	4.1	6.0	6.1	6.2	5.0	62/1387	1229/13.8	15.1	18.2		3.0	41	1004	KRNB-F
10. KMPZ-F	(CHR)	54/ 3.4	5.2	4.4	4.1	5.1	4.3	95/1653	1087/12.2	13.5	12.0		5.5	74	1135	KMPZ-F
11. WMC	(N/T)	51/ 3.3	4.8	3.9	3.3	3.7	3.8	55/882	789/ 8.9	8.3	8.8		3.8	52	618	WMC

12+ FM SHARE (METRO): 69.02% (998 of 1446) (WIN 89: 74.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WGKX-F<	1 WGKX-F>	1 WGKX-F	1 WGKX-F	1 WHRK-F	1 WHRK-F>>	1 WDIA
2 KMPZ-F	2 WEGR-F	2 WRVR-F	2 WGKX-F	2 WRVR-F	2 WRVR-F<	2 WHRK-F	2 WRVR-F>	2 WGKX-F	2 WDIA	2 WHRK-F>>
3 WMC -F	3 WMC -F	3 WEGR-F<	3 WEGR-F<	3 WDIA	3 WDIA	3 WEGR-F<	3 WMC -F	3 WEGR-F	3 WEGR-F	3 WMC >>
4	4 WDIA	4 WGKX-F	4 WDIA	4 WEGR-F	4 WLOK	4 WDIA	4 WEGR-F<	4 WDIA <	4 WMC -F	4 WGKX-F
5	5 WRVR-F<	5 WDIA <	5 WHRK-F<	5 WMC -F<	5 WEZI-F	5 WRVR-F	5 WDIA	5 WRVR-F	KRNB-F	5 WMC -F
6	6 WGKX-F	6 WMC -F	6 WMC -F	6 WHRK-F	6	6 WMC -F>	6 WHRK-F	6 WMC -F	6	WLOK
7	7	7	7	7	7	7	7	7 WLOK	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>>	1 WHRK-F	1 WDIA	1 WRVR-F	1 WRVR-F<	1 WHRK-F	1 WEGR-F<	1 WEGR-F	1 WEGR-F	1 WGKX-F<
2 WMC -F>	2 WMC -F	2 WMC -F	2 WHRK-F<	2 WGKX-F	2 WEGR-F>>	2 WHRK-F>>	2 WHRK-F>	2 WHRK-F	2 WEGR-F<
3 WEGR-F	3 WDIA >	3 WRVR-F<	3 WDIA <	3 WDIA	3 WGKX-F	3 WGKX-F	3 WRVR-F	3 WRVR-F<	3 WRVR-F
4 WRVR-F	4 WRVR-F	4 WGKX-F	4 WMC -F<	4 WMC -F>	4 WMC -F	4 WRVR-F	4 WGKX-F	4 WGKX-F>	4 WHRK-F
5 WDIA	5 WGKX-F	5 WHRK-F	5 WGKX-F	5 WHRK-F<	5 KMPZ-F	WMC -F	5 WMC -F>	5 WDIA <	5 WDIA
KMPZ-F	WEGR-F	6 WEGR-F>>	6	6 WEGR-F	6 WLOK	6	6 WDIA	6 WMC -F	6
7 KRNB-F	7	7 KRNB-F>	7	7	WDIA	7	7 KRNB-F	7	7

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
KFTH-F	107.1	Marion/Memphis	1.0/4.9/ 20/ 436
KWAM	990	Memphis	0.8/3.3/ 23/ 374
WCRV	640	Collierville	1.4/4.1/ 26/ 526
WGSF	1210	Arlington/Mem.	0.6/1.0/ 9/ 97
WHBQ	560	Memphis	0.9/4.2/ 16/ 468
WKBL	1250	Covington	0.8/0.9/ 13/ 88
WNWZ	1430	Germantown/Mmph	0.5/2.4/ 8/ 218
WODZ	680	Memphis	1.3/4.1/ 29/ 497
WREC	600	Memphis	2.5/7.0/ 45/ 742
WXSS	1030	Memphis	1.2/2.8/ 19/ 253
KFIN-F	107.9	Jonesboro	0.6/1.2/ 83/ 885

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2) , GOSPEL	, $ 20.00 (---)	Rivers
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK	APR, SBN, $ 34.00 (Katz)	Ragan Henry
WHBQ, 560, 5 KW/1 KW (DA-2) , OLDIES	US 1, US 2, $ 27.00 (Republic)	
WLOK, 1340, 1 KW (DA-1) , GOSPEL	NBN, SBN, $ 25.00 (K & P)	
WMC , 790, 5 KW (DA-N) , TALK	ABC C, $ 41.00 (Banner)	Scripps-Howard
WREC, 600, 5 KW (DA-N) , NOSTALGIA	CBS, $ 30.00 (Mc-Guild)	Newmarket
WXSS, 1030, 50 KW/1 KW (DA-2) , BLACK	SMN, NBN, $ 20.00 (Bolton)	Willis
KMPZ-F, 98.1, 100 KW @ 715, CHR	ABC R, ABC C, $ 40.00 (Christal)	Diamond (OSCEOLA, AR)
KRNB-F, 101.1, 100 KW @ 347, BLACK	ABC F, $ 46.00 (Republic)	Rivers
WEGR-F, 102.7, 98 KW @ 970, AOR	US 1, $ 57.00 (Mc-Guild)	Newmarket
WEZI-F, 94.3, 3 KW @ 300, BTFL/EZ	, $ 35.00 (Eastman)	Ardman
WCKX-F, 105.9, 100 KW @ 760, COUNTRY	, $ 100.00 (HNWH)	Barnstable
WHRK-F, 97.1, 100 KW @ 530, BLACK	NBC, $ 80.00 (Katz)	Ragan Henry
WMC-F , 99.7, 290 KW @ 910, CHR	ABC C, $ 95.00 (Banner)	Scripps-Howard
WRVR-F, 104.5, 100 KW @ 750, AC	, $ 97.00 (Christal)	Keymarket

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300
MSA Rank/Pop: 25/1,813,600
ADI # 15
Average Person Ratings: 19.9
Market TSL: 26.45 hours

Stations: 40/36
Diaries: 2934/919:1/51.0%
Sample Target: 2510
% Below Line: 2.5
% Not Listed: 7.3

1989 Revenue: $112,400,000
HH Inc.: $27,695
Retail $: 29.6 Bil
Pop per Station: 74,897
#1 Biller: WMXJ-F $10,300,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(B)	442/ 8.2	8.0	8.3	9.0	8.3	8.4	521/4824	4114/15.3	15.9	16.0		12.8	565	4193	WHQT-F
2. WLYF-F	(EZ)	438/ 8.2	7.7	7.4	8.7	7.1	8.0	465/4420	4076/15.1	15.5	15.2		6.7	295	2628	WLYF-F
3. WAQI	(SP)	263/ 4.9	3.5	3.5	3.8	3.9	3.9	265/2187	2169/ 8.0	6.4	7.4		3.1	138	1656	WAQI
4. WPOW-F	(CHR)	252/ 4.7	5.1	4.4	5.0	4.3	4.8	271/3615	3238/12.0	12.4	11.9		7.2	320	3605	WPOW-F
5. WKIS-F	(C)	245/ 4.6	4.1	3.3	3.2	3.4	3.8	264/3169	2771/10.3	9.3	9.2		3.7	165	1882	WKIS-F
6. WMXJ-F	(O)	243/ 4.5	4.8	4.1	5.1	4.2	4.6	270/3792	3258/12.1	12.0	11.5		4.0	176	2375	WMXJ-F
7. WJQY-F	(AC)	242/ 4.5	4.4	3.4	3.4	2.7	3.9	278/3471	3136/11.6	10.7	8.5		3.4	150	2154	WJQY-F
8. WHYI-F	(CHR)	224/ 4.2	3.6	3.8	4.7	3.8	4.1	246/4052	3487/12.9	13.6	13.9		4.5	198	3460	WHYI-F
9. WCMQ-F	(SP)	218/ 4.1	3.7	4.0	3.9	3.8	3.9	219/2523	2519/ 9.3	8.5	8.9		3.9	173	1795	WCMQ-F
10. WIOD	(T)	206/ 3.8	5.2	5.1	4.7	5.1	4.7	233/3340	2934/10.9	15.4	12.7		4.2	187	2098	WIOD
11. WQBA	(SP)	199/ 3.7	4.0	5.0	4.4	5.0	4.3	200/1860	1846/ 6.8	6.9	7.4		2.9	130	1502	WQBA
12. WINZ	(N/T)	181/ 3.4	2.9	3.0	3.2	3.1	3.1	189/2477	2291/ 8.5	9.3	10.0		2.7	120	1778	WINZ
13. WAXY-F	(O)	168/ 3.1	3.4	2.8	3.2	3.9	3.1	178/3112	2842/10.5	11.3	10.8		3.9	171	2692	WAXY-F
14. WLVE-F	(AC)	155/ 2.9	2.5	3.0	2.4	3.3	2.7	172/2866	2540/ 9.4	8.5	9.7		2.7	120	1854	WLVE-F
15. WQBA-F	(SP)	149/ 2.8	2.6	2.6	2.7	2.7	2.7	159/2015	1886/ 7.0	6.5	6.3		2.3	101	1472	WQBA-F
16. WEDR-F	(B)	139/ 2.6	2.7	2.7	1.4	2.5	2.3	140/1477	1432/ 5.3	6.2	6.0		2.7	121	1613	WEDR-F
17. WTMI-F	(CL)	124/ 2.3	3.1	2.3	2.0	3.0	2.4	150/1982	1671/ 6.2	8.5	7.7		2.8	122	1285	WTMI-F
18. WZTA-F	(AOR)	123/ 2.3	1.7	2.5	1.7	1.6	2.0	150/2287	1737/ 6.4	5.9	5.4		2.1	93	1326	WZTA-F
19. WSHE-F	(AOR)	118/ 2.2	2.5	2.9	2.4	1.7	2.5	175/2699	2046/ 7.6	8.4	7.3		4.3	190	2424	WSHE-F
WNWS	(N/T)	118/ 2.2	2.9	3.6	2.5	3.2	2.8	133/1912	1678/ 6.2	7.8	8.8		1.9	84	1035	WNWS
21. WGTR-F	(AOR)	106/ 2.0	2.1	2.9	3.5	4.0	2.6	143/2744	2276/ 8.4	7.7	9.1		3.0	132	2240	WGTR-F
22. WXDJ-F	(AC)	105/ 2.0	2.5	1.7	1.7	1.8	2.0	106/1408	1361/ 5.0	4.8	6.2		2.0	90	1281	WXDJ-F
23. WEAT-AF	(EZ)	83/ 1.6	1.9	1.5	1.4	1.3	1.6	297/3148	1127/ 4.2	5.2	4.2		0.8	35	736	WEAT-AF
24. WMBM	(B)	60/ 1.1	1.1	0.8	1.4	0.8	1.1	60/505	505/ 1.9	2.3	2.3		1.0	45	481	WMBM
25. WCMQ	(SP)	59/ 1.1	1.1	1.1	1.8	1.2	1.3	59/650	650/ 2.4	2.6	3.0		0.9	39	539	WCMQ

12+ FM SHARE (METRO): 72.76% (3625 of 4982) (WIN 89: 69.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WMXJ-F	1 WMXJ-F	1 WLYF-F>	1 WLYF-F	1 WLYF-F>	1 WHQT-F	1 WHQT-F>	1 WINZ
2 WPOW-F>>	2 WHYI-F<	2 WMXJ-F	2 WHQT-F>	WHQT-F>	2 WAQI >	2 WHQT-F	2 WHQT-F<	2 WLYF-F>	2 WPOW-F>	2 WLYF-F
3 WHYI-F>	3 WPOW-F>	3 WHYI-F	3 WJQY-F	3 WJQY-F	3 WQBA	3 WAQI	3 WJQY-F	3 WPOW-F	3 WINZ	3 WHQT-F
4 WSHE-F	4 WJQY-F<	4 WPOW-F<	4 WCMQ-F	4 WCMQ-F	4 WINZ <	4 WIOD <	4 WMXJ-F<	4 WKIS-F	4 WHYI-F	4 WNWS
5	5 WLVE-F	5 WJQY-F	5 WLVE-F	5 WLYF-F	5 WMXJ-F<	5 WQBA	5 WIOD <	WJQY-F	5 WAXY-F<	WIOD >>
6	WEDR-F	6 WCMQ-F	WKIS-F	WKIS-F	6 WIOD	6 WMXJ-F	6 WAQI	WAQI	6 WCMQ-F<	6 WEDR-F
7	7 WKIS-F	7 WLVE-F	7 WHYI-F	7 WLVE-F	WCMQ-F<	WINZ	7 WKIS-F	7 WMXJ-F	7 WLYF-F	7 WAQI
8	WAXY-F	WKIS-F<	8	8 WQBA-F<	8 WKIS-F	8 WHYI-F	8	8 WQBA	8 WEDR-F	8
9	9	9 WAXY-F	9	9 WIOD <	9 WJQY-F	9	9	WHYI-F	9	9
10	10	10	10	10 WAXY-F	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WKIS-F	1 WMXJ-F	1 WMXJ-F>
2 WPOW-F>	2 WPOW-F	2 WJQY-F	2 WJQY-F<	2 WJQY-F	2 WPOW-F<	2 WHYI-F<	2 WHQT-F	2 WHQT-F	2 WKIS-F
3 WHYI-F>>	WHYI-F>	3 WHYI-F	3 WHYI-F	3 WMXJ-F	3 WHYI-F	3 WKIS-F<	3 WEDR-F<	3 WKIS-F	3 WIOD
4 WAXY-F	4 WJQY-F	4 WLVE-F	4 WMXJ-F<	4 WCMQ-F	4 WGTR-F	4 WPOW-F	4 WZTA-F	4 WIOD <	4 WZTA-F<
5 WEDR-F	5 WLVE-F	5 WMXJ-F>	5 WPOW-F	5 WLYF-F<	5 WSHE-F>	5 WGTR-F	WHYI-F	5 WZTA-F	5 WCMQ-F
6 WSHE-F	6 WAXY-F	6 WCMQ-F<	6 WCMQ-F	6 WLVE-F	6 WZTA-F	6 WZTA-F<	6 WGTR-F	6 WPOW-F<	6 WJQY-F
7 WJQY-F	7 WMXJ-F<	7 WQBA-F	7 WAXY-F	7 WQBA-F	7 WEDR-F	7 WSHE-F	7 WPOW-F	7 WHYI-F<	WHQT-F
8 WQBA-F	8 WQBA-F<	WPOW-F	8 WQBA-F	8 WHYI-F	8 WKIS-F	WEDR-F	8 WLVE-F	8 WGTR-F	8 WLYF-F
9	9 WCMQ-F	WAXY-F	9	9 WAXY-F	9	9	9 WSHE-F	9	9
10	10	10 WXDJ-F	10	10	10	10	10 WMXJ-F	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAQI-F	98.3	Goulds/Miami	0.3/1.4/ 18/ 372
WAVS	1170	Davie/Miami	0.6/1.0/ 30/ 310
WEXY	1520	Wilton Mnrs/FtL	0.3/0.8/ 18/ 238
WFTL	1400	Ft.Lauderdale	0.5/1.8/ 29/ 528
WKAT	1360	North Miami	0.6/1.9/ 32/ 528
WLQY	1320	Hollywood	0.4/0.9/ 19/ 238
WQAM	560	Miami/Ft. Ldrdl	0.4/2.4/ 28/ 740
WRBD	1470	Pompano Beach	0.4/1.0/ 21/ 312
WRFM	830	Hialeah	0.4/0.6/ 19/ 163
WRHC	1550	Coral Gables/Mi	0.6/1.8/ 33/ 472
WWFE	670	Miami	0.3/1.0/ 15/ 288
WWNN	980	Pompano Beach	0.3/1.6/ 20/ 513
WJNO	1230	West Palm Beach	0.3/1.2/ 98/1377
WRMF-F	97.9	West Palm Beach	0.7/2.9/134/2062

AM STATIONS

WAQI,	710,	50 KW (DA-2)	, HISPANIC	,	$ 65.00	(Katz Hisp.)	
WCMQ,	1210,	25 KW/2.5 KW(DA-2),	HISPANIC MOR	,	$ 50.00	(SBS)	SBS
WFTL,	1400,	1 KW	, TALK	APR,	$ 39.00	(Roslin)	
WINZ,	940,	50 KW/25 KW(DA-N),	NEWS/TALK	CBS,	$ 74.00	(Katz)	Guy Gannett
WIOD,	610,	10 KW (DA-2)	, TALK	ABC T, MBS,	$ 95.00	(Christal)	Cox
WMBM,	1490,	1 KW	, GOSPEL	NBN,	$ 31.00	(K & P)	
WNWS,	790,	25 KW	, TALK/NEWS	ABC I,	$ 80.00	(Banner)	Jeff-Pilot
WOCN,	1450,	1 KW (DA-2)	, HISPANIC	,	$ 35.00	(Lotus)	
WQAM,	560,	5 KW/1 KW	, COUNTRY	NBC,	$ 37.00	(HNWH)	Sunshine Wireless
WQBA,	1140,	50 KW/10 KW(DA-2),	HISPANIC	,	$ 130.00	(Eastman)	Tichenor/WADO
WRHC,	1550,	10 KW/500 W(DA-2),	HISPANIC	,	$ 47.00	(Lotus)	
WSUA,	1290,	5 KW (DA-2)	, HISPANIC	,	$ 43.00	(Caballero)	

FM STATIONS

WAXY,	105.9,	100 KW @ 1040,	AC/OLDIES	,	$ 130.00	(Republic)	Ackerly
WCMQ,	92.3,	41 KW @ 300,	HISPANIC AC	,	$ 75.00	(SBS)	SBS
WEDR,	99.1,	70 KW @ 175,	BLACK	RADRAD,	$ 72.00	(---)	Rivers
WGTR,	97.3,	100 KW @ 790,	AOR	,	$ 100.00	(Christal)	Cox
WHQT,	105.1,	100 KW @ 1007,	URBAN/CHR	,	$ 95.00	(MMR)	EZ
WHYI,	100.7,	100 KW @ 917,	CHR	,	$ 133.00	(Mc-Guild)	Metroplex
WJQY,	106.7,	100 KW @ 1024,	SOFT AC	TRNSTR,	$ 144.00	(Katz)	Tak
WKIS,	99.9,	100 KW @ 986,	COUNTRY	,	$ 90.00	(HNWH)	Sunshine Wireless
WLVE,	93.9,	99 KW @ 1006,	AC/JAZZ	,	$ 118.00	(Torbet)	Gilmore
WLYF,	101.5,	100 KW @ 813,	BTFL/EZ	,	$ 123.00	(Banner)	Jeff-Pilot
WMXJ,	102.7,	100 KW @ 1006,	OLDIES	,	$ 161.00	(Durpetti)	Sconnix
WPOW,	96.5,	100 KW @ 1006,	CHR	SOURCE,	$ 90.00	(HNWH)	Beasley
WQBA,	107.5,	95 KW @ 995,	HISPANIC AC	,	$ 60.00	(Eastman)	tichenor/WADO
WSHE,	103.5,	100 KW @ 1049,	AOR	,	$ 82.00	(Eastman)	TK
WTMI,	93.1,	95 KW @ 1006,	CLASSICAL	,	$ 80.00	(CMBS)	Marlin
WXDJ,	95.7,	100 KW @ 982,	JAZZ/NAC	,	$ 68.00	(CBS)	
WZTA,	94.9,	96 KW @ 600,	CLASSIC AOR	,	$ 70.00	(Katz)	Guy Gannett

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100

MSA Rank/Pop: 32/1,377,800
ADI # 28
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 25/23
Diaries: 1540/845:1/61.0%
Sample Target: 1420
% Below Line: 1.7
% Not Listed: 10.0

1989 Revenue: $43,100,000
HH Inc.: $31,752
Retail $: 10.5 Bil
Pop per Station: 56,569
#1 Biller: WTMJ $8,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(MOR)	218/ 9.5	10.5	12.1	12.3	9.8	11.1	247/3641	2998/23.0	26.4	24.0		8.1	188	2682	WTMJ
WKTI-F	(CHR)	218/ 9.5	9.3	9.8	10.1	9.0	9.7	244/4096	3602/27.7	28.1	26.8		11.0	255	3752	WKTI-F
3. WOKY	(BB)	213/ 9.3	6.6	5.4	6.7	5.6	7.0	220/1915	1823/14.0	13.8	12.8		6.6	154	1959	WOKY
4. WKLH-F	(AOR)	181/ 7.9	5.8	8.2	6.1	6.2	7.0	206/2648	2350/18.1	14.3	17.2		5.7	132	1936	WKLH-F
5. WMIL-F	(C)	158/ 6.9	5.4	5.2	6.5	7.8	6.0	193/2502	2007/15.4	14.0	15.3		9.9	230	1731	WMIL-F
6. WLUM-F	(B)	145/ 6.3	8.1	7.9	6.1	5.9	7.1	148/2329	2252/17.3	18.0	14.4		11.2	260	3057	WLUM-F
7. WLZR-AF	(AOR)	120/ 5.2	5.6	6.4	5.8	6.7	5.8	163/2424	1992/15.3	15.0	15.9		7.4	169	2350	WLZR-AF
8. WEZW-F	(EZ)	96/ 4.2	6.3	6.2	5.9	7.6	5.7	110/1825	1584/12.2	14.1	17.8		3.8	89	1121	WEZW-F
9. WLTQ-F	(AC)	91/ 4.0	3.8	4.8	4.1	4.7	4.2	101/1635	1485/11.4	8.6	11.6		2.2	52	1100	WLTQ-F
10. WZTR-F	(O)	89/ 3.9	4.3	4.1	4.4	3.1	4.2	117/1902	1630/12.5	11.3	7.3		3.1	73	1056	WZTR-F
11. WMYX-F	(AC)	81/ 3.5	4.9	3.6	3.4	4.0	3.8	107/1856	1489/11.4	11.6	12.5		3.0	70	1210	WMYX-F
12. WQFM-F	(AOR)	73/ 3.2	3.8	3.6	4.0	3.1	3.7	112/1978	1540/11.8	10.9	12.7		3.7	87	2231	WQFM-F
13. WISN	(T)	71/ 3.1	3.7	3.6	3.7	3.7	3.5	75/1536	1435/11.0	10.3	11.4		3.6	84	1133	WISN
14. WFMR-F	(CL)	50/ 2.2	2.2	2.2	1.9	2.7	2.1	50/992	984/ 7.6	5.2	7.3		2.2	52	611	WFMR-F
15. WBZN-F	(J/NA)	49/ 2.1	2.5	1.5	2.3	2.6	2.1	54/929	853/ 6.6	6.2	6.2					WBZN-F
16. WMVP	(B)	42/ 1.8	1.7	0.9	0.9	1.9	1.3	42/489	489/ 3.8	3.1	2.6		3.1	71	576	WMVP
17. WEMP	(O)	38/ 1.7	2.1	1.5	1.4	1.7	1.7	40/864	797/ 6.1	5.2	6.8		1.0	23	423	WEMP
18.																
19.																
20.																

12+ FM SHARE (METRO): 67.41% (1396 of 2071) (WIN 89: 69.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKTI-F<	1 WKLH-F	1 WKLH-F<	1 WKLH-F	1 WKLH-F	1 WOKY <	1 WTMJ >	1 WOKY	1 WKTI-F	1 WLUM-F>	1 WTMJ
2 WLUM-F>>	2 WKTI-F	2 WKTI-F>	2 WKTI-F>	2 WKTI-F	2 WTMJ >	2 WKTI-F	2 WKLH-F	2 WKLH-F	2 WKTI-F	2 WMIL-F
3 WLZR-AF	3 WLZR-AF	3 WLZR-AF<	3 WMIL-F>	3 WMIL-F>	3 WMIL-F>	3 WOKY	3 WKTI-F	3 WOKY	3 WTMJ	3 WKLH-F
4	4 WLUM-F>	4 WMIL-F<	4 WZTR-F<	4 WZTR-F<	4 WKTI-F<	4 WKLH-F	4 WTMJ <	4 WLUM-F<	4 WLZR-AF	4 WOKY
5	5 WQFM-F	5 WLUM-F>	5 WLUM-F	5 WLTQ-F	5 WEZW-F<	5 WMIL-F>	5 WMIL-F	5 WTMJ	5 WOKY	WKTI-F
6	6 WMYX-F	6 WMYX-F<	WLTQ-F	6 WTMJ	6 WLTQ-F	6 WLZR-AF<	6 WEZW-F	6 WMIL-F	WKLH-F	6 WLUM-F<
7	7 WMIL-F	7 WZTR-F	7 WMYX-F	7 WLUM-F	7 WISN	7 WLUM-F	7 WLTQ-F	7 WLZR-AF	7 WMIL-F	7 WLZR-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKTI-F	1 WKTI-F>	1 WKTI-F	1 WKTI-F>>	1 WKTI-F>	1 WLZR-AF>>	1 WKLH-F>	1 WKLH-F>>	1 WKLH-F>	1 WKLH-F>
2 WLZR-AF	2 WKLH-F	2 WKLH-F>	2 WKLH-F	2 WLTQ-F<	2 WQFM-F<	2 WLZR-AF>	2 WKTI-F	2 WLZR-AF	2 WMIL-F
3 WLUM-F	3 WLUM-F	3 WLUM-F	3 WMYX-F<	3 WMIL-F	3 WKLH-F	3 WLUM-F<	3 WLUM-F	3 WKTI-F	3 WKTI-F
4 WMYX-F>	4 WMYX-F	4 WMYX-F	4 WLTQ-F	4 WKLH-F	4 WLUM-F>	4 WQFM-F	4 WLZR-AF	4 WMIL-F	4 WZTR-F
5 WKLH-F	5 WLZR-AF>	5 WMIL-F	5 WLUM-F	5 WMYX-F<	5 WKTI-F	5 WKTI-F	5 WQFM-F	5 WLUM-F	5 WLUM-F
6 WQFM-F	6 WMIL-F	6 WLTQ-F	6 WMIL-F	6 WTMJ	6	6	WMIL-F	6 WQFM-F	6
7	7 WZTR-F	7 WZTR-F	7	7	7	7	7	7 WZTR-F	7

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
WHKQ-F	92.1	Racine	0.5/	0.7/	15/	162
WNOV	860	Milwaukee	1.4/	3.2/	32/	410
WRJN	1400	Racine	0.7/	1.9/	21/	270
WTKM	1540	Hartford	0.1/	0.6/	9/	131
WTKM-F	104.9	Hartford	1.6/	2.3/	51/	587
WBBM	780	Chicago	1.0/	4.0/	28/	664
WGN	720	Chicago	0.7/	2.4/	34/	546

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2),	OLDIES	TRNSTR, CBS,	$ 40.00	(Banner)	Heritage
WISN,	1130,	50 KW/10 KW (DA-N),	TALK	ABC I, MBS,	$ 56.00	(Katz)	Hearst
WMVP,	1290,	5 KW (DA-2),	BLACK	SMN,	$ 24.00	(K & P)	All Pro
WNOV,	860,	250 W (DAYS, DA),	BLACK/GOSPEL	NBN,	$ 20.00	(---)	
WTMJ,	620,	5 KW (DA-N),	MOR	NBC,	$ 128.00	(Christal)	Jounal Co.
WOKY,	920,	5 KW/1 KW (DA-2),	NOSTALGIA	MBS,	$ 49.00	(CBS)	Sundance

FM STATIONS

WBZN,	100.7,	50 KW @ 500,	JAZZ/NAC	,	$ 44.00	(Torbet)		(RACINE)
WEZW,	103.7,	19 KW @ 840,	EZ/SOFT AC	,	$ 63.00	(Republic)	Multimedia	
WFMR,	98.3,	3 KW @ 330,	CLASSICAL	,	$ 42.00	(CMBS)		
WKLH,	96.5,	20 KW @ 810,	CLASSIC AOR	,	$ 94.00	(Mc-Guild)	Saga	
WKTI,	94.5,	16 KW @ 911,	CHR	SOURCE,	$ 96.00	(Christal)	Journal Co.	
WLTQ,	97.3,	15 KW @ 980,	SOFT AC	RADRAD,	$ 56.00	(Katz)	Hearst	
WLUM,	102.1,	50 KW @ 490,	BLACK/URBAN	RADRAD,	$ 49.00	(HNWH)	All Pro	
WLZR,	102.9,	50 KW @ 440,	AOR	ABC F,	$ 62.00	(Republic)	Great American	
WMIL,	106.1,	13 KW @ 976,	COUNTRY	,	$ 78.00	(CBS)	Sundance	
WMYX,	99.1,	50 KW @ 450,	AC	CBS,	$ 59.00	(Banner)	Heritage	
WQFM,	93.3,	13 KW @ 992,	AOR	ABC R,	$ 65.00	(Torbet)	Shamrock-Lynett	
WZTR,	95.7,	34 KW @ 610,	OLDIES	,	$ 50.00	(Durpetti)	Mystar	

FORMAT CODES

CHR	- Contemporart Hit Radio, Top 40, Contemporary
AC	- Adult Contemporary
O	- Oldies (1955 to near 1988)
B	- Black (audience predominantly Black - over 75%)
U	- Urban (majority of audience is non-white although a large segment is white)
EZ	- EZ listening, Beautiful Music
AOR	- Album Oriented Rock, also includes Classic Rock
CL	- Classical
C	- Country
SAC	- Soft Adult Contemporary
T	- Talk
N	- News
SP	- Hispanic/Spanish
BB	- Big Band, Nostalgia
M	- Middle of Road (MOR), Full Service, Variety
J/NA	- Jazz and New Age
R	- Religion, Christian, Christian Music
G	- Gospel
E	- Ethnic
?	- Others or Unknown

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600

MSA Rank/Pop: 14/2,345,500
ADI # 13
Average Person Ratings: 17.8
Market TSL: 23.00 hours

Stations: 23/22
Diaries: 1928/1026:1/63.8%
Sample Target: 1720
% Below Line: 0.4
% Not Listed: 14.5

1989 Revenue: $74,000,000
HH Inc.: $35,952
Retail $: 20.8 Bil
Pop per Station: 89,936
#1 Biller: WCCO $21,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	591/16.8	18.4	17.9	16.4	16.3	17.4	841/9840	7038/35.6	41.5	34.3	17.5	637	6944	WCCO
2. WLTE-F	(SAC)	311/ 8.8	6.9	7.3	7.5	7.3	7.6	368/4806	3955/20.0	19.9	18.8	4.5	164	3017	WLTE-F
3. KEEY-F	(C)	295/ 8.4	8.0	6.0	6.1	6.5	7.1	326/4160	3573/18.1	15.4	13.9	7.6	277	2711	KEEY-F
4. KQRS-AF	(AOR)	291/ 8.2	9.1	9.9	8.6	8.0	8.9	316/5081	4474/22.6	24.0	20.3	11.1	404	5466	KQRS-AF
5. KDWB-F	(CHR)	288/ 8.2	7.4	6.6	6.8	6.5	7.3	320/5857	5107/25.8	23.6	20.8	9.7	353	5212	KDWB-F
6. KSTP-F	(AC)	266/ 7.6	8.1	6.5	7.7	8.7	7.5	322/4206	3462/17.5	19.1	18.0	5.3	193	2954	KSTP-F
7. WLOL-F	(CHR)	184/ 5.2	6.1	5.8	7.0	6.4	6.0	214/4855	4239/21.4	22.2	22.1	7.7	281	5104	WLOL-F
8. KTCZ-F	(AOR)	154/ 4.4	4.6	4.0	4.2	4.5	4.3	159/2399	2317/11.7	11.7	12.0	4.2	154	1825	KTCZ-F
9. KQQL-F	(O)	132/ 3.8	3.8	3.8	4.5	3.7	4.0	207/3229	2280/11.5	12.1	11.2	3.2	118	2572	KQQL-F
10. KSTP	(N/T)	98/ 2.8	2.7	3.1	2.8	2.7	2.8	105/2263	2039/10.3	9.5	9.3	3.3	120	1436	KSTP
11. KJJO-F	(AOR)	86/ 2.4	3.0	3.6	3.2	3.6	3.0	112/2332	1769/ 8.9	8.7	11.8	3.4	124	1895	KJJO-F
12. KLXK-F	(O)	72/ 2.0	2.8	4.3	3.9	5.6	3.3	84/2323	2078/10.5	10.7	14.9	1.9	69	1310	KLXK-F
13. KLBB	(BB)	58/ 1.6	1.8	2.1	2.6	1.5	2.0	59/995	975/ 4.9	4.4	3.6	1.1	40	811	KLBB
14. WDGY	(T)	39/ 1.1	1.0	1.1	1.8	1.6	1.3	46/1254	1104/ 5.6	6.0	5.6	0.9	33	828	WDGY

12+ FM SHARE (METRO): 69.08% (2080 of 3011) (WIN 89: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF	1 WLTE-F<	1 WCCO <	1 WCCO >>	1 WCCO >>	1 WCCO	1 WCCO >	1 KDWB-F	1 WCCO >>
2 WLOL-F	2 KDWB-F>	2 WLTE-F	2 KSTP-F	2 WLTE-F<	2 WLTE-F	2 KQRS-AF<	2 WLTE-F>	2 WLTE-F<	2 WCCO >	2 KSTP-F>>
3	3 WLTE-F	3 KSTP-F	3 WCCO	3 KSTP-F	3 KEEY-F<	3 KSTP-F	3 KEEY-F<	3 KQRS-AF<	3 KQRS-AF	3 KEEY-F>>
4	4 KTCZ-F	4 KEEY-F<	4 KEEY-F	4 KEEY-F	4 KSTP-F	4 KEEY-F	4 KQRS-AF	4 KDWB-F	4 WLOL-F	4 KJJO-F
5	KEEY-F	5 KDWB-F	5 KQRS-AF>	5 KQRS-AF>	5	5 KDWB-F	5 KSTP-F>	KEEY-F	5 WLTE-F	KDWB-F
6	6 WLOL-F	6 WCCO	6 KTCZ-F	6 KTCZ-F<	6	6 WLTE-F	6 KTCZ-F	6 KSTP-F	6 KEEY-F	6
7	7 KSTP-F	7 KTCZ-F	7 KQQL-F	7 KJJO-F	7	7	7 KDWB-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F>>	1 KDWB-F	1 WLTE-F	1 WLTE-F	1 WLTE-F	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 WCCO
2 KQRS-AF	2 WLTE-F>	2 KSTP-F	2 KDWB-F<	2 KSTP-F>	2 KDWB-F	2 KTCZ-F	2 KEEY-F	2 WCCO	2 KQRS-AF
3 WLOL-F	3 KSTP-F	3 KTCZ-F	3 KSTP-F	3 WCCO	3 KJJO-F	KEEY-F<	3 KTCZ-F	3 KEEY-F	3 KEEY-F
4 WLTE-F	4 WLOL-F<	4 KEEY-F	4 KEEY-F	4 KEEY-F>	4 KTCZ-F>	4 KJJO-F	4 KJJO-F	4 KSTP-F	4 KSTP-F>
5 KEEY-F>	5 KEEY-F<	5 WLOL-F	5 WLOL-F	5 KDWB-F<	5 KEEY-F	KDWB-F>	5 WCCO	5 KTCZ-F	5 KTCZ-F<
6 KTCZ-F	6 KTCZ-F	6 KDWB-F	6 KQRS-AF	6 WLOL-F<	6 WLOL-F	6 WLOL-F	KDWB-F	6 KQQL-F	6 KQQL-F
7 KSTP-F>	7 KQRS-AF	7 KQRS-AF>	7 KTCZ-F	7 KTCZ-F<	7 KQQL-F	7	7 WLTE-F<	7	7
8 KJJO-F	8	8	8	8 KQQL-F	8	8	8 WLOL-F	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KDWB	630	St. Paul	0.6/3.2/ 26/ 771
KTCJ	690	Minneapolis	0.7/1.0/ 27/ 221
KZOW	950	St. Louis Park	0.8/1.6/ 28/ 315
WAYL	980	Richfield	0.4/2.2/ 18/ 464
WIXK	1590	New Richmond	0.1/0.1/ 3/ 29
WIXK-F	1590	New Richmond	0.3/0.0/ 11/ 158
WMIN	1030	Maplewood	0.9/2.9/ 32/ 629
KDUL	920	Fairbault	0.4/1.4/ 33/ 562

RADIO STATIONS

AM STATIONS

KDWB,	630,	5 KW/500 W (DA-2),	OLDIES	,	$ N/A	(Christal)	Mid Continent
KLBB,	1400,	1 KW	, NOSTALGIA	ABC D, CNN,	$ 34.00	(Roslin)	
KSTP,	1500,	50 KW (DA-N)	, TALK/NEWS	ABC I, ABC T,	$ 50.00	(Mc-Guild)	Hubbard
KTCJ,	690,	500 W (DAYS)	, JAZZ	,	$ 23.00	(Durpetti)	Parker
WAYL,	980,	5 KW (DA-1)	, BTFL/EZ	,	$ 20.00	(Banner)	Entercom
WCCO,	830,	50 KW	, MOR	CBS,	$ 279.00	(CBS)	
WDGY,	1130,	50 KW/25 KW (DA-2),	TALK	MBS,	$ 46.00	(Katz)	Malrite

FM STATIONS

KDWB,	101.3,	50 KW @ 840,	CHR	,	$ 95.00	(Christal)	Mid Continent
KEEY,	102.1,	50 KW @ 842,	COUNTRY	,	$ 117.00	(Katz)	Malrite
KJJO,	104.1,	100 KW @ 1040,	AOR	CBS,	$ 57.00	(Republic)	Park
KLXK,	93.7,	50 KW @ 424,	OLDIES/AC	,	$ 70.00	(Durpetti)	Entercom
KQRS,	92.5,	50 KW @ 822,	AOR	ABC R,	$ 154.00	(Katz)	Cap Cities/ABC
KQQL,	107.9,	97 KW @ 1080,	OLDIES	,	$ 60.00	(Republic)	Trumper
KSTP,	94.5,	95 KW @ 1250,	AC	,	$ 178.00	(Mc-Guild)	Hubbard
KTCZ,	97.1,	100 KW @ 280,	AOR	,	$ 65.00	(Durpetti)	Parker
WLOL,	99.5,	50 KW @ 844,	CHR	,	$ 120.00	(HNWH)	Emmis
WLTE,	102.9,	100 KW @ 1304,	SOFT AC	,	$ 100.00	(CBS)	

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000
MSA Rank/Pop: 52/960,200
ADI # 32
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 23/21
Diaries: 1189/697:1/55.6%
Sample Target: 1120
% Below Line: 0.9
% Not Listed: 10.9

1989 Revenue: $35,400,000
HH Inc.: $28,279
Retail $: 7.1 Bil
Pop per Station: 39,476
#1 Biller: WSM -AF $6,700,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	WYHY-F	(CHR)	185/13.4	11.6	17.3	13.8	14.8	14.0	273/3821	2359/28.5	26.3	30.1	14.5	202	2526	WYHY-F
2.	WSIX-F	(C)	145/10.5	12.4	8.9	9.4	7.9	10.3	189/2367	1770/21.4	19.8	17.4	9.3	130	1526	WSIX-F
3.	WZEZ-F	(EZ)	122/ 8.8	5.6	7.0	6.8	9.1	7.1	153/1818	1361/16.4	15.5	15.1	7.3	101	1092	WZEZ-F
4.	WSM -F	(C)	121/ 8.8	9.2	8.2	10.4	11.2	9.1	230/2945	1613/19.5	20.4	21.7	9.7	135	1655	WSM -F
5.	WKDF-F	(AOR)	115/ 8.3	7.9	9.0	10.7	8.9	9.0	268/3273	1621/19.6	20.5	18.9	10.9	152	1864	WKDF-F
6.	WLAC-F	(AC)	111/ 8.0	6.6	6.8	7.6	7.8	7.3	178/2322	1525/18.4	17.5	20.0	8.1	112	1446	WLAC-F
7.	WQQK-F	(B)	94/ 6.8	7.2	7.1	5.9	5.3	6.8	98/1037	971/11.7	12.7	10.9	10.6	147	1242	WQQK-F
8.	WGFX-F	(CL AOR)	72/ 5.2	5.7	4.5	5.8	4.2	5.3	97/1780	1244/15.0	14.9	12.8	5.7	79	1208	WGFX-F
9.	WLAC	(N/T)	64/ 4.6	3.1	2.6	1.5	3.3	2.9	67/996	940/11.3	10.5	8.9	2.7	38	732	WLAC
10.	WRMX-F	(O)	51/ 3.7	6.1	6.8	5.4	4.4	5.5	90/1280	841/10.1	12.8	12.3	4.5	62	1160	WRMX-F
11.	WSM	(C)	46/ 3.3	3.5	4.0	4.1	4.4	3.7	92/1515	858/10.3	11.4	13.6	4.4	61	842	WSM
12.	WVOL	(B)	22/ 1.6	3.2	1.7	4.1	2.0	2.7	22/456	456/ 5.5	7.2	5.5	1.4	19	339	WVOL
	WMDB	(B)	22/ 1.6	1.2	0.5	0.8	0.9	1.0	24/286	250/ 3.0	2.9	2.8	0.2	3	75	WMDB
14.																

12+ FM SHARE (METRO): 84.17% (1037 of 1232) (WIN 89: 84.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F>>	1 WYHY-F	1 WYHY-F	1 WSIX-F	1 WSIX-F	1 WZEZ-F<	1 WSIX-F>	1 WZEZ-F	1 WYHY-F>	1 WYHY-F>	1 WSM -F>>
2 WQQK-F	2 WKDF-F	2 WSIX-F<	2 WSM -F<	2 WSM -F	2 WSIX-F	2 WYHY-F	2 WYHY-F<	2 WSIX-F<	2 WQQK-F	2 WSIX-F
3	3 WLAC-F	3 WKDF-F<	3 WLAC-F	3 WLAC-F<	3 WSM -F>	3 WSM -F	3 WSIX-F<	3 WKDF-F	3 WLAC-F	3 WQQK-F
4	4 WQQK-F<	4 WLAC-F	WKDF-F	4 WKDF-F<	4 WLAC >	4 WKDF-F	4 WKDF-F	4 WSM -F	4 WSM -F	4 WYHY-F
5	5 WGFX-F>	5 WSM -F	5 WYHY-F>	5 WYHY-F	5 WSM	5 WZEZ-F	5 WLAC-F	5 WZEZ-F	5 WKDF-F<	5 WLAC-F
6	6 WSIX-F	6 WQQK-F	6 WRMX-F	6	6	6 WLAC-F	6 WSM -F	WLAC-F	6 WZEZ-F	6
7	7	7 WGFX-F	WGFX-F	7	7	7 WLAC	7	7 WQQK-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>>	1 WYHY-F>	1 WYHY-F	1 WYHY-F>	1 WYHY-F<	1 WYHY-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F	1 WSIX-F
2 WQQK-F>	2 WQQK-F	2 WLAC-F	2 WLAC	2 WSM -F	WKDF-F>	2 WGFX-F	2 WGFX-F	2 WSIX-F	2 WKDF-F>
3 WLAC-F>	3 WLAC-F>	3 WQQK-F	3 WSM -F	WLAC-F<	3 WGFX-F	3 WYHY-F	3 WLAC-F	3 WGFX-F<	3 WSM -F
4 WKDF-F	4 WKDF-F	4 WKDF-F	4 WSIX-F	4 WSIX-F	4 WLAC-F	4 WLAC-F>	4 WSIX-F	4 WYHY-F	4 WGFX-F
5 WSM -F>	5 WSIX-F	5 WSIX-F	5 WQQK-F>	5	5 WQQK-F>>	5 WSIX-F	5 WYHY-F>	5 WLAC-F	5 WZEZ-F
6 WVOL	6 WSM -F	WGFX-F	6 WKDA	6	6 WSIX-F	WQQK-F	6 WQQK-F	6 WSM -F<	WLAC-F
WSIX-F>	WGFX-F	7 WRMX-F	7	7	7 WBVR-F	7	7 WSM -F	7 WQQK-F	7 WRMX-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAKM	950	Franklin	0.4/1.1/ 5/ 88
WAMB	1160	Nashville	0.4/2.7/ 6/ 242
WKDA	1240	Nashville	0.4/1.6/ 5/ 129
WSIX	980	Nashville	1.4/5.8/ 21/ 523
WBVR-F	101.1	Russellville	0.5/2.3/142/1406
WYCQ-F	102.9	Shelbyville	0.4/1.7/ 34/ 515

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N) ,	NOSTALGIA	MBS, $	20.00 (Roslin)	
WLAC, 1510, 50 KW (DA-N) ,	NEWS/TALK/RELIG.	CBS, $	45.00 (Durpetti)	Fairmont
WMDB, 880, 2.5 KW (DAYS, DA) ,	BLACK	, $	17.00 (---)	
WSIX, 980, 5 KW (DA-N) ,	MOR/VARIETY	, $	25.00 (Mc-Guild) .	Capstar
WSM , 650, 50 KW ,	COUNTRY	NBC, $	47.00 (Christal)	Gaylord
WVOL, 1470, 5 KW/1 KW (DA-2) ,	BLACK	NBN, $	25.00 (Republic)	

FM STATIONS

WGFX-F, 104.5, 100 KW @ 762,	CLASSIC AOR	, $	50.00 (Banner)	Capitol-Johnson (BALLANTIN)
WKDF-F, 103.3, 100 KW @ 1220,	AOR	ABC E, ABC R, $	92.00 (Katz)	Dick
WLAC-F, 105.9, 100 KW @ 1229,	AC	, $	90.00 (Durpetti)	Fairmont
WQQK-F, 92.1, 1.5 KW @ 430,	BLACK	, $	42.00 (Republic)	
WRMX-F, 96.3, 100 KW @ 840,	AC/OLDIES	, $	44.00 (HNWH)	Signature (MURFREESBORO)
WSIX-F, 97.9, 100 KW @ 1145,	COUNTRY	, $	85.00 (Mc-Guild)	Capstar
WSM-F , 95.5, 100 KW @ 1280,	COUNTRY	, $	86.00 (Christal)	Gaylord
WYHY-F, 107.5, 100 KW @ 710,	CHR	US 2, $	80.00 (Eastman)	Jacor (LEBANON)
WZEZ-F, 92.9 100 KW @ 321	EZ	, $	54.00 (Eastman)	South Central

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400

MSA Rank/Pop: 11/2,644,800
New York ADI
Average Person Ratings: 19.0
Market TSL: 25.00 hours

Stations: 43/15
Diaries: 1725/1301:1/52.1%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1989 Revenue: $32,300,000
HH Inc.: NA
Retail $: 26.0 Bil
Pop per Station: 149,626
#1 Biller: WALK-AF $8,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WALK-AF	(AC)	290/ 6.8	6.1	6.4	8.1	5.7	6.9		3079/13.7	14.1	14.8		6.7	269	2441	WALK-AF
2.	WBLI-F	(CHR)	213/ 5.0	5.8	5.4	5.4	4.8	5.4		3027/13.5	15.4	13.6		6.6	269	3156	WBLI-F
	WBAB-F	(AOR)	213/ 5.0	5.7	5.2	4.9	3.9	5.2		2979/13.3	15.2	11.8		5.7	232	3355	WBAB-F
4.	WHLI	(BB)	161/ 3.8	3.9	2.4	3.0	3.7	3.3		1041/ 4.6	5.5	4.7		2.2	89	803	WHLI
5.	WKJY-F	(AC)	153/ 3.6	2.9	3.5	3.1	3.7	3.3		1795/ 8.0	7.6	7.4		1.7	69	1199	WKJY-F
6.	WYNY-F	(C)	143/ 3.4	2.9	3.1	3.1	3.2	3.1		1630/ 7.3	7.4	8.4		2.3	95	1269	WYNY-F
7.	WCTO-F	(EZ)	114/ 2.7	2.4	1.5	2.6	3.1	2.3		1047/ 4.7	5.9	5.8		1.7	70	788	WCTO-F
8.	WGSM	(BB)	107/ 2.5	2.2	1.1	1.4	1.9	1.8		609/ 2.7	3.1	2.6		1.5	63	621	WGSM
9.	WDRE-F	(AOR)	78/ 1.8	1.5	1.5	1.7	1.9	1.6		1249/ 5.6	4.5	6.0		2.4	100	1143	WDRE-F
10.	WRCN-F	(AOR)	38/ 0.9	0.5	0.7	1.0	0.6	0.8		719/ 3.2	2.2	2.4		1.2	49	994	WRCN-F
11.	WRIV	(MOR)	31/ 0.7	----	----	----	0.3	0.2		194/ 0.9	0.0	0.6					WRIV
12.	WWHB-F	(CHR)	17/ 0.4	0.4	----	0.4	----	0.3		258/ 1.1	1.2	0.0		0.3	11	245	WWHB-F
13.	WLIX	(REL)	16/ 0.4	0.3	----	----	0.4	0.2		193/ 0.9	1.1	0.8					WLIX
14.	WLIM	(BB)	14/ 0.3	----	----	----	----	0.1		159/ 0.7	0.0	0.0					WLIM
15.																	

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (WIN 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF	1 WBAB-F<	1 WBLI-F	1 WBAB-F
2 WBAB-F>	2 WBLI-F	2 WBAB-F	2 WBLI-F	2 WBLI-F	2 WHLI	2 WBLI-F	2 WBAB-F	2 WALK-AF	WBAB-F	2 WALK-F
3 WALK-AF	3 WALK-AF>	3 WBLI-F>	3 WBAB-F>	3 WBAB-F	3 WYNY-F	3 WBAB-F>	3 WBLI-F	3 WBLI-F	3 WKJY-F	3 WYNY-F>
4 WDRE-F	4 WKJY-F	4 WKJY-F>	4 WKJY-F>	4 WKJY-F	4 WGSM	4 WYNY-F	4 WKJY-F>	4 WKJY-F	4 WDRE-F<	4 WBLI-F
5 WWHB-F	5 WDRE-F	5 WDRE-F<	5 WYNY-F	5 WYNY-F	WCTO-F	5 WKJY-F	5 WHLI	5 WYNY-F	5 WALK-AF<	5 WKJY-F
6	6	6 WYNY-F	6	6	6 WBLI-F	WCTO-F	6	6	6 WYNY-F	6
7	7	7	7	7	7 WKJY-F	7 WHLI	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F	1 WBLI-F	1 WBLI-F>	1 WALK-AF<	1 WALK-AF		1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>	1 WBAB-F>	1 WALK-AF
2 WDRE-F	2 WBAB-F>	2 WBAB-F	2 WBLI-F>	2 WBLI-F		2 WBLI-F>	2 WALK-AF	2 WALK-AF>	2 WALK-AF>	2 WBAB-F>
3 WBLI-F	3 WKJY-F	3 WALK-AF	3 WKJY-F	3 WKJY-F>		3 WKJY-F	3 WBLI-F	3 WDRE-F	3 WBLI-F>	3 WYNY-F
4 WKJY-F>>	4 WALK-AF	4 WKJY-F>>	4 WBAB-F>>	4 WBAB-F		4 WDRE-F>	4 WDRE-F>	4 WRCN-F	4 WYNY-F	4 WBLI-F>
5 WALK-AF>	5 WDRE-F	5 WDRE-F	5 WYNY-F	5 WYNY-F		5 WALK-AF	5 WRCN-F	5 WYNY-F	5 WKJY-F	5 WKJY-F
6 WRCN-F	6	6	6	6		6	6 WKJY-F	6	WDRE-F	6 WDRE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

BADIO STATIONS

WGSM,	740,	25 KW (DAYS,DA)	, MOR/NOSTALGIA	, $ 55.00 (Roslin)	Greater Media
WHLI,	1100,	10 KW (DAYS,DA)	, NOSTALGIA	, $ 61.00 (Katz)	Barnstable
WALK-F,	97.5,	45 KW @ 530,	AC	, $148.00 (Durpetti)	American
WBAB-F,	102.3,	3 KW @ 268,	AOR	, $130.00 (MMR)	Noble
WBLI-F	106.1,	10 KW @ 500,	CHR	, $110.00 (Katz)	Beck-Ross
WCTO-F,	94.3,	3 KW @ 300,	BTFL/EZ	, $ 60.00 (Roslin)	Greater Media
WDRE-F,	92.7,	3 KW @ 300,	AOR	, $ 55.00 (Katz)	
WKJY-F,	98.3,	3 KW @ 330,	SOFT AC	, $ 73.00 (Katz)	Barnstable
WLNG-F,	92.1,	3 KW @ 325,	AC	MBS, $ 30.00 (K & P)	
WRCN-F,	103.9,	1.5 KW @ 466,	AOR	, $ 50.00 (---)	

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400

MSA Rank/Pop: 36/1,319,700
ADI # 35
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 23/22
Diaries: 1522/705:1/50.0%
Sample Target: 1500
% Below Line: 0.4
% Not Listed: 9.1

1989 Revenue: $28,400,000
HH Inc.: $24,228
Retail $: 9.8 Bil
Pop per Station: 48,745
#1 Biller: WEZB-F $5,100,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WYLD-F (B)	280/15.1	15.1	13.3	9.3	10.2	13.2	304/2761	2356/22.0	20.7	18.9	19.6	353	2774	WYLD-F
2. WEZB-F (CHR)	188/10.1	10.8	11.1	12.4	11.7	11.1	225/3330	2719/25.4	28.4	28.7	13.4	241	3065	WEZB-F
3. WQUE-AF (B)	160/ 8.7	10.0	10.9	10.3	11.5	10.0	187/3190	2507/23.4	23.9	25.5	10.3	186	3165	WQUE-AF
4. WLTS-F (AC)	117/ 6.3	4.6	6.2	7.8	9.2	6.2	133/1890	1523/14.2	15.7	19.2	4.8	87	1211	WLTS-F
5. WLMG-F (AC)	115/ 6.2	5.4	5.1	5.0	5.2	5.4	123/1953	1677/15.6	13.2	14.6	3.9	71	1234	WLMG-F
6. WNOE-F (C)	105/ 5.6	3.5	3.4	3.1	4.1	3.9	138/1900	1190/11.1	9.5	8.8	3.1	56	898	WNOE-F
7. WWL (N/T)	101/ 5.4	6.3	6.1	4.8	5.1	5.7	139/2478	1808/16.9	22.7	15.1	4.3	78	1409	WWL
8. KQLD-F (O)	98/ 5.3	4.6	2.5	1.7	1.9	3.5	124/1525	1261/11.8	11.7	3.5	4.8	86	1180	KQLD-F
9. WBYU (BB)	86/ 4.6	4.6	5.0	5.4	4.9	4.9	88/984	965/ 9.0	9.3	7.6	3.4	62	786	WBYU
10. WBOK (R/G)	79/ 4.2	4.8	4.4	4.7	3.3	4.5	82/840	787/ 7.3	7.2	6.5	3.7	67	647	WBOK
11. WCKW-F (AOR)	70/ 3.8	3.5	2.8	3.9	3.4	3.5	112/1700	1115/10.4	9.8	9.6	6.2	111	1486	WCKW-F
12. WRNO-F (AOR)	67/ 3.6	3.8	3.0	4.8	4.6	3.8	100/1898	1376/12.8	12.6	15.1	4.9	89	1433	WRNO-F
13. WYLD (REL)	39/ 2.1	1.9	2.1	1.7	2.1	1.9	44/571	507/ 4.7	5.7	7.3	1.6	29	419	WYLD
14. WMXZ-F (AC)	36/ 1.9	2.7	3.3	2.8	2.8	2.7	43/702	468/ 4.4	7.0	7.6	1.5	27	526	WMXZ-F
15. WSMB (T)	33/ 1.8	1.6	1.1	1.4	1.6	1.5	33/528	519/ 4.8	4.9	3.9	0.8	14	372	WSMB

12+ FM SHARE (METRO): 74.20% (1254 of 1690) (WIN 89: 72.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F	1 WEZB-F	1 WYLD-F<	1 WYLD-F	1 WYLD-F>>	1 WYLD-F>>
2 WYLD-F<	2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WEZB-F	WWL	2 WYLD-F	2 WLTS-F	2 WEZB-F	2 WQUE-AF	2 WWL
3 WQUE-AF	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF<	3 KQLD-F<	3 WNOE-F	3 WWL	3 WLMG-F	3 WQUE-AF	3 WEZB-F	3 WSMB
4	4 WLTS-F	4 WLTS-F	4 KQLD-F<	4 WQUE-AF	WBYU	4 WQUE-AF	4 WEZB-F	4 WLMG-F<	4	4 WQUE-F
5	5 WRNO-F	5 KQLD-F<	5 WLTS-F<	WLMG-F<	5 WLMG-F	5 WNOE-F	5 WQUE-AF	5 WLTS-F	5	5 WEZB-F
6	WLMG-F	6 WLMG-F	6 WLMG-F	6 WLTS-F	6 KQLD-F<	6 WLMG-F<	6 WNOE-F	6 KQLD-F	6	6
7	7 WCKW-F	7	7	7	7 WLTS-F<	7 WLTS-F	7 KQLD-F	7	7	7
8	8	8	8	8	8 WBOK	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYLD-F>>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>	1 WYLD-F>
2 WEZB-F>	2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WLMG-F
3 WLTS-F	3 WLTS-F<	3 WLMG-F	3 WLTS-F	3 WLTS-F<
4 WQUE-AF>>	4 WQUE-AF	4 WLTS-F	4 WQUE-AF<	4 WEZB-F
5 WBOK	5 WLMG-F>	5 WQUE-AF>	5 WLMG-F	5 WQUE-AF
6 WRNO-F	6 KQLD-F	6 KQLD-F>	6 KQLD-F	6 KQLD-F
WMXZ-F	7	7	7	7

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F>	1 WYLD-F	1 WYLD-F<	1 WYLD-F>	1 WYLD-F
2 WEZB-F>	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WCKW-F<
3 WQUE-AF	3 WQUE-AF	3 WQUE-AF	3 WCKW-F	3 WEZB-F
4 WRNO-F>	4 WCKW-F	4 WCKW-F>	4 WQUE-AF	KQLD-F
5 WLTS-F	5 WRNO-F	5 WRNO-F	5 KQLD-F	5 WQUE-AF
6 WCKW-F>	6	6 KQLD-F	6 WRNO-F	6 WLTS-F
7	7	7 WLMG-F	WLTS-F	WLMG-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KGLA	1540	Gretna	0.9/0.7/ 16/ 75
KHOM-F	104.1	Houma	1.3/5.6/102/1599
WADU	830	Norco/Kenner	1.0/2.3/ 28/ 316
WNOE	1060	New Orleans	1.2/2.6/ 25/ 379
WTIX	690	New Orleans	0.9/4.4/ 26/ 554
WYAT	990	New Orleans	0.6/3.1/ 16/ 349
WKJN-F	103.3	Hammond/Bt Rge.	0.4/1.4/ 70/1123

RADIO STATIONS

AM STATIONS

WBOK,	1230,	1 KW	, BLACK/GOSPEL	SBN,	$ 27.00	(---)	Willis
WBYU,	1450,	1 KW	, BIG BAND/EZ	SMN,	$ 30.00	(Roslin)	
WNOE,	1060,	50 KW/5 KW (DA-2)	, SOLD IN COMBINATION WITH WNOE-F				
WSMB,	1350,	5 KW (DA-2)	, TALK	MBS, ABC I,	$ 25.00	(Smith)	
WTIX,	690,	10 KW/5 KW (DA-2)	, TALK	NBC, MBS,	$ 30.00	(Mc-Guild)	United Network
WWL ,	870,	50 KW (DA-1)	, NEWS/TALK	CBS,	$ 62.00	(Katz)	Keymarket
WYAT,	990,	250 W	, NOSTALGIA	RADRAD,	$ 21.00	(Durpetti)	
WYLD,	940,	10 KW/500 W (DA-2)	, BLACK	,	$ 24.00	(Banner)	Interurban

FM STATIONS

KQLD,	106.7,	100 KW @ 960,	RELIGION	,	$ N/A	(---)	(PORT SULPHUR)
KHOM,	104.1,	100 KW @ 1943,	OLDIES	NBC,	$ 30.00	(Torbet)	(HOUMA)
WCKW,	92.3,	100 KW @ 429,	AOR	SOURCE,	$ 35.00	(Republic)	
WEZB,	97.1,	100 KW @ 511,	CHR	US 1,	$ 97.00	(MMR)	EZ
WLMG,	101.9,	95 KW @ 825,	AC	,	$ 55.00	(Katz)	Keymarket
WLTS,	105.3,	100 KW @ 925,	SOFT AC	RADRAD,	$ 60.00	(Durpetti)	
WNOE,	101.1,	100 KW @ 1004,	COUNTRY	ABC E,	$ 50.00	(Mc-Guild)	New Market
WQUE,	93.3,	93 KW @ 512,	URBAN/CHR	,	$ 79.00	(Christal)	Clear Channel
WMXZ,	95.7,	100 KW @ 580,	AC	,	$ 45.00	(Christal)	Stoner
WRNO,	99.5,	100 KW @ 990,	AOR	ABC F, ABC R,	$ 53.00	(MMR)	
WYLD,	98.5,	100 KW @ 352,	BLACK	ABC C,	$ 54.00	(Banner)	Interurban

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100

MSA Rank/Pop: 1/15,300,000
ADI # 1
Average Person Ratings: 19.4
Market TSL: 25.50 hours

Stations: 44/43
Diaries: 5339/2646:1/51.5%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 10.9

1989 Revenue: $315,700,000
HH Inc.: $32,828
Retail $:117.9 Bil
Pop per Station: 328,513
#1 Biller: WINS $25,000,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	% 25-54 Conversion	Birch Share	Birch AQH	Birch Cume	
1. WCBS-F (O)	1386/ 5.1	4.1	4.2	5.0	4.7	4.6	1480/20938	19889/14.1	12.4	13.5		3.8	979	12699	WCBS-F
2. WLTW-F (AC)	1328/ 4.8	4.7	5.7	5.3	4.3	5.1	1373/18778	18178/12.9	12.8	12.1		4.0	1033	12350	WLTW-F
WINS (N)	1328/ 4.8	4.7	4.5	4.7	4.3	4.7	1347/27613	27047/19.1	20.5	19.2		3.9	1000	18861	WINS
4. WHTZ-F (CHR)	1299/ 4.7	4.3	5.7	6.0	5.3	5.2	1344/25092	24168/17.1	16.2	18.2		5.6	1448	23139	WHTZ-F
5. WRKS-F (B)	1235/ 4.5	4.1	3.9	4.1	4.2	4.2	1305/15953	15028/10.6	11.0	9.7		6.2	1613	17492	WRKS-F
6. WQHT-F (CHR)	1105/ 4.0	4.0	3.9	4.0	4.0	4.0	1149/16538	15555/11.0	10.9	11.2		5.7	1467	18355	WQHT-F
7. WPAT-F (EZ)	1099/ 4.0	5.0	4.3	4.2	5.0	4.4	1158/13806	13012/ 9.2	11.2	10.6		2.4	609	8189	WPAT-F
8. WBLS-F (B)	1088/ 4.0	3.8	3.7	2.9	3.8	3.6	1107/14075	13736/ 9.7	9.5	9.8		5.2	1341	13736	WBLS-F
9. WOR (T)	1085/ 4.0	4.6	4.3	3.7	4.5	4.2	1174/15361	14039/ 9.9	10.3	10.4		3.2	824	11362	WOR
10. WCBS (N)	942/ 3.4	3.5	3.4	3.0	2.7	3.3	1063/21087	18882/13.4	13.5	11.7		2.8	732	14099	WCBS
11. WNEW-F (AOR)	937/ 3.4	3.7	4.2	4.2	3.5	3.9	1005/16560	15354/10.9	11.1	10.0		5.2	1347	16621	WNEW-F
12. WXRK-F (CL AOR)	867/ 3.2	3.1	3.6	3.4	3.1	3.3	925/15911	14695/10.4	10.7	10.4		3.2	815	13454	WXRK-F
13. WNSR-F (AC)	813/ 3.0	3.5	3.2	3.5	3.1	3.3	844/14153	13490/ 9.5	10.2	10.1		2.7	687	8418	WNSR-F
14. WABC (T)	766/ 2.8	2.8	2.6	3.2	3.3	2.8	849/12521	11172/ 7.9	7.8	9.2		3.4	879	9344	WABC
15. WSKQ-F (SP)	716/ 2.6	1.6	1.3	2.4	1.7	2.0	716/5517	5487/ 3.9	3.2	2.7		1.5	276	4692	WSKQ-F
16. WPLJ-F (CHR)	709/ 2.6	3.0	3.5	3.1	3.5	3.0	818/19083	17209/12.2	13.0	15.2		3.5	911	20418	WPLJ-F
17. WYNY-F (C)	661/ 2.4	2.5	3.1	2.3	2.8	2.6	727/9940	8897/ 6.3	6.0	7.4		2.7	694	7816	WYNY-F
18. WFAN (T)	650/ 2.4	2.7	3.1	2.5	1.8	2.7	791/13399	10981/ 7.8	8.7	7.5		2.5	641	9218	WFAN
19. WADO (SP)	505/ 1.8	1.7	1.7	1.2	1.6	1.6	505/4473	4473/ 3.2	2.8	3.0		0.9	237	2797	WADO
20. WQXR-F (CL)	496/ 1.8	1.3	1.2	1.2	1.8	1.4	515/8685	8245/ 5.8	4.4	5.3		1.3	337	4921	WQXR-F
21. WQCD-F (J)	491/ 1.8	2.3	2.2	2.5	2.9	2.2	513/9443	8919/ 6.3	6.6	7.7		2.8	711	8131	WQCD-F
22. WNEW (BB)	476/ 1.7	2.3	2.5	1.9	2.3	2.1	519/8303	7810/ 5.5	6.2	6.1		1.6	411	5057	WNEW
23. WNCN-F (CL)	418/ 1.5	1.5	1.4	1.3	1.8	1.4	424/7940	7687/ 5.4	5.5	6.2		0.9	236	3998	WNCN-F
24. WLIB (B)	366/ 1.3	1.7	1.2	1.0	1.4	1.3	366/3391	3391/ 2.4	3.1	3.1		1.2	301	3171	WLIB
25. WPAT (EZ)	326/ 1.2	1.3	1.2	1.4	1.2	1.3	328/5384	5298/ 3.8	3.7	3.8		1.0	251	2812	WPAT
26. WSKQ (SP)	295/ 1.1	1.4	1.2	0.7	0.7	1.1	295/3112	3067/ 2.2	2.0	1.8		0.7	186	2356	WSKQ
27. WALK-F (AC)	289/ 1.1	1.0	1.0	1.2	1.0	1.1	304/3979	3487/ 2.5	2.6	2.8		1.2	298	3274	WALK-F
28. WWRL (REL/G)	271/ 1.0	1.1	0.7	1.0	0.8	0.9	271/2781	2781/ 2.0	2.2	1.9		1.3	347	2902	WWRL
29.															
30.															

12+ FM SHARE (METRO): 67.64% (16539 of 24453) (WIN 89: 64.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQHT-F<	1 WNEW-F	1 WCBS-F	1 WCBS-F>	1 WCBS-F<	1 WINS	1 WINS >	1 WLTW-F	1 WCBS-F<	1 WRKS-F<	1 WCBS
2 WHTZ-F	2 WXRK-F<	2 WLTW-F	2 WLTW-F	2 WLTW-F	2 WOR	2 WXRK-F	2 WCBS-F	2 WHTZ-F<	2 WBLS-F	2 WBLS-F
3 WRKS-F>	3 WQHT-F<	3 WBLS-F<	3 WBLS-F	3 WBLS-F	WCBS-F<	3 WHTZ-F<	3 WPAT-F	3 WLTW-F	3 WQHT-F	3 WINS
4 WPLJ-F	4 WBLS-F	4 WHTZ-F<	4 WNEW-F	4 WNEW-F<	4 WPAT-F	4 WCBS	4 WNEW-F<	4 WQHT-F	4 WHTZ-F	4 WABC
5	5 WRKS-F<	5 WRKS-F	5 WXRK-F	5 WXRK-F<	5 WLTW-F<	5 WOR	5 WNSR-F	5 WRKS-F	5 WLTW-F	5 WOR
6	6 WHTZ-F	WNEW-F<	6 WHTZ-F<	6 WHTZ-F<	6 WCBS	6 WCBS-F	6 WOR	6 WPAT-F	6 WCBS-F	6 WRKS-F
7	7 WNSR-F<	7 WXRK-F	7 WRKS-F	7 WRKS-F	7 WABC >	7 WRKS-F	7 WHTZ-F	WABC	7 WOR	7 WCBS-F
8	8 WLTW-F	8 WQHT-F	8 WNSR-F<	8 WNSR-F	8 WYNY-F	8 WLTW-F	WBLS-F<	8 WBLS-F<	8 WINS	8 WLTW-F
9	9 WPLJ-F	WNSR-F	9 WSKQ-F	WINS	9 WQXR-F	9 WFAN <	9 WRKS-F	9 WNEW-F	9 WPLJ-F	9 WHTZ-F
10	10 WCBS-F	10 WSKQ-F	10 WINS	10 WSKQ-F	10 WSKQ-F	10 WNEW-F	10 WQHT-F	10 WOR	10 WNEW-F	10 WNEW-F
					WNEW-F	WPAT-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQHT-F	1 WRKS-F	1 WBLS-F<	1 WLTW-F	1 WLTW-F	1 WQHT-F>	1 WNEW-F<	1 WNEW-F<	1 WXRK-F<	1 WCBS-F>
2 WHTZ-F<	WBLS-F<	2 WLTW-F	2 WCBS-F	2 WCBS-F>	2 WNEW-F	2 WXRK-F>	2 WXRK-F>	2 WNEW-F<	2 WXRK-F<
3 WRKS-F	3 WHTZ-F<	3 WRKS-F	3 WHTZ-F<	3 WBLS-F	3 WHTZ-F	3 WQHT-F	3 WBLS-F	3 WCBS-F	3 WNEW-F
4 WNSR-F	4 WNSR-F<	WNSR-F	4 WNSR-F	4 WNSR-F	4 WRKS-F>	4 WBLS-F	4 WCBS-F	4 WBLS-F	4 WFAN
5 WBLS-F	5 WQHT-F	5 WHTZ-F	5 WBLS-F<	5 WHTZ-F	5 WBLS-F	5 WRKS-F	5 WFAN	5 WRKS-F<	WBLS-F
6 WPLJ-F<	6 WLTW-F	6 WSKQ-F	6 WRKS-F	6 WSKQ-F	6 WXRK-F	6 WHTZ-F	6 WRKS-F	6 WHTZ-F	6 WLTW-F
7 WNEW-F>	7 WPLJ-F	7 WNEW-F	7 WQHT-F	WRKS-F	7 WPLJ-F	7 WCBS-F	7 WLTW-F	7 WQHT-F	7 WINS
8 WLTW-F	WNEW-F	8 WPLJ-F<	8 WSKQ-F	8 WYNY-F	8 WNSR-F	8 WFAN <	8 WQHT-F	8 WFAN <	8 WRKS-F
9 WSKQ-F	9 WSKQ-F	9 WCBS-F	9 WPLJ-F<	9 WINS	9 WLTW-F	9 WPLJ-F	9 WPLJ-F	9 WLTW-F	9 WHTZ-F
10 WQCD-F	10 WXRK-F	10 WXRK-F	10 WNEW-F	10 WPAT-F	10 WBAB-F	WLTW-F	WHTZ-F	10 WINS	WCBS

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                                           METRO CUME TSA TSA
OTHER RATED STATIONS                       SHARE/RTG/ AQH/CUME
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WBAB-F  102.3  BABYLON                     0.8/2.4/223/3466
WBLI-F  106.1  PATCHOGUE                   0.8/2.3/218/3357
WCTC    1450   NEW BRUNSWICK               0.3/0.9/ 86/1215
WCTO-F  94.3   SMITHTOWN                   0.6/0.9/155/1285
WDRE-F  92.7   GARDEN CITY/NY              0.7/2.3/190/3227
WEVD    1050   NEW YORK                    0.3/1.2/ 79/1715
WFME-F  94.7   NEWARK                      0.6/1.9/178/2647
WHLI    1100   HEMPSTEAD                   0.7/0.9/185/1353
WHUD-F  100.7  PEEKSKILL                   0.8/1.5/426/3634
WJIT    1480   NEW YORK                    0.7/1.4/194/1917
WKDM    1380   NEW YORK                    0.7/1.0/203/1453
WKJY-F  98.3   HEMPSTEAD                   0.7/1.8/191/2474
WMGQ-F  98.3   NEW BRUNSWICK               0.4/0.8/124/1236
WNJR    1430   NEWARK                      0.4/1.4/106/1917
WQXR    1560   NEW YORK                    0.2/1.0/ 58/1455

WEZN-F  99.9   BRIDGEPORT                  0.4/1.5/278/4299
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RADIO STATIONS

AM STATIONS

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WABC,    770,    50 KW             , TALK                         ABC I, 240.00 (Banner)        Cap Cities/ABC
WADO,   1280,     5 KW             , HISPANIC                          , 140.00 (---)
WCBS,    880,     5 KW             , NEWS                           CBS, 370.00 (CBS)           CBS
WEVD,   1050,    50 KW (DA-1)      , BIG BAND                          ,  75.00 (Groskin)
WFAN,    660,    50 KW             , SPORTS TALK                    NBC, 200.00 (HNWH)          Emmis
WINS,   1010,    50 KW (DA-1)      , TALK                         ABC D, 410.00 (Group W)       Westinghouse
WZRC,   1480,     5 KW (DA-2)      , AOR                               ,  90.00 (---)           Infinity
WKDM,   1380,     5 KW (DA-1)      , HISPANIC                          ,  96.00 (Katz Hisp.)    TA/Shaw
WLIB,   1190,    10 KW (DAYS,DA)   , BLACK NEWS/TALK                SBN,  90.00 (Mc-Guild)      Inner City

WNEW,   1130,    50 KW (DA-N)      , NOSTALGIA                         , 180.00 (Katz)          Westwood One/Legacy
WOR,     710,    50 KW (DA-1)      , TALK                  ABC E,US 2, 310.00 (Republic)      RKO
WPAT,    930,     5 KW (DA-2)      , BTFL/EZ                           ,  N/A   (Katz)          Park
WQXR,   1560,    50 KW (DA-2)      , FINE ARTS (CLASSICAL)             ,  N/A   (Mc-Guild)      NY Times
WSKQ,    620,     5 KW (DA-2)      , HISPANIC                          , 120.00 (SBS)           SBS
WWRL,   1600,     5 KW (DA-2)      , GOSPEL                         NBN,  70.00 (K & P)
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FM STATIONS

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WBLS,   107.5, 5.4 KW @ 1241, BLACK                               ABC F, 320.00 (Mc-Guild)      Inner City
WCBS,   101.1, 4.6 KW @ 1300, OLDIES                             RADRAD, 380.00 (CBS)           CBS
WHTZ,   100.3, 7.8 KW @ 1220, CHR                                      , 425.00 (Christal)      Malrite
WFME,    94.7,  37 KW @  570, RELIGION                                 ,  N/A   (---)           Family
WHUD,   100.7,  50 KW @  500, BTFL/EZ                                  , 100.00 (Katz)                          (PEEKSKILL)
WLTW,   106.7, 7.6 KW @ 1220, SOFT AC                                  , 375.00 (Katz)          Viacom
WNCN,   104.3, 7.6 KW @ 1220, CLASSICAL                             APR, 175.00 (CMBS)          GAF
WNEW,   102.7, 7.8 KW @ 1210, AOR                                SOURCE, 310.00 (Katz)          Westinghouse
WNSR,   105.1, 7.8 KW @ 1220, AC                                       , 225.00 (Mc-Guild)      Bonneville

WPAT,    93.1, 5.3 KW @ 1420, BTFL/EZ                                  , 240.00 (Katz)          Park
WPLJ,    95.5, 7.2 KW @ 1335, CHR                                 ABC R, 295.00 (Banner)        Cap Cities/ABC
WQCD,   101.9, 5.3 KW @ 1420, JAZZ                                     , 215.00 (Christal)      Tribune Co.
WQHT,    97.1, 6.7 KW @ 1340, CHR/URBAN                                , 230.00 (HNWH)          Emmis
WQXR,    96.3, 7.8 KW @ 1220, CLASSICAL                                , 170.00 (Mc-Guild)      NY Times
WRKS,    98.7, 7.8 KW @ 1225, BLACK                                 US1, 288.00 (Republic)      Summit
WSKQ,    97.9, 7.6 KW @ 1220, HISPANIC                                 , 125.00 (SBS)           SBS
WXRK,    92.3, 5.4 KW @ 1200, CLASSIC AOR                         ABC R, 300.00 (Torbet)        Infinity
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NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600
MSA Rank/Pop: 33/1,3362,100
ADI # 42
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 25/25
Diaries: 1470/779:1/57.5%
Sample Target: 1310
% Below Line: 0.0
% Not Listed: 8.9

1989 Revenue: $32,600,000
HH Inc.: $29,175
Retail $: 9.9 Bil
Pop per Station: 45,784
#1 Biller: WNOR-AF / $4,900,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WNOR-AF	(AOR)	177/ 9.0	6.5	7.9	6.6	10.6	7.5	183/2199	2082/18.7	17.0	20.8		9.6	210	2660	WNOR-AF
2. WFOG-F	(EZ)	176/ 8.9	10.0	6.6	9.0	8.6	8.6	197/1845	1634/14.3	17.9	15.5		4.8	105	1762	WFOG-F
3. WCMS-AF	(C)	168/ 8.5	8.8	7.4	9.9	8.7	8.7	239/2308	1707/14.9	15.9	16.8		8.0	174	1924	WCMS-AF
4. WOWI-F	(B)	162/ 8.2	6.3	6.9	7.3	8.7	7.2	174/2174	1912/16.7	15.8	16.7		10.9	237	2017	WOWI-F
WAFX-F	(CL AOR)	162/ 8.2	8.1	6.8	11.7	4.5	8.7	207/2331	1786/15.6	17.4	9.8		7.2	156	2100	WAFX-F
6. WJQI-F	(AC)	109/ 5.5	5.5	5.4	5.1	5.4	5.4	112/1436	1355/11.8	13.7	11.9		3.5	46	597	WJQI-F
7. WNVZ-F	(CHR)	107/ 5.4	6.2	5.3	7.6	7.4	6.1	125/2361	2033/17.8	18.6	22.4		7.8	170	2495	WNVZ-F
8. WMYK-F	(B)	100/ 5.1	5.4	3.9	5.6	4.7	5.0	117/1933	1593/13.9	14.1	14.5		8.9	194	2011	WMYK-F
9. WNIS	(N/T)	84/ 4.3	3.1	3.5	2.6	2.2	3.4	86/838	803/ 7.0	6.2	6.1		4.0	86	801	WNIS
10. WWDE-F	(AC)	75/ 3.8	6.8	6.0	4.4	4.5	5.3	86/1382	1218/10.6	15.9	12.8		4.8	105	1192	WWDE-F
11. WLTY-F	(O)	69/ 3.5	3.1	4.7	4.4	5.3	3.9	80/1454	1240/10.8	10.5	12.4		4.0	86	867	WLTY-F
WGH -F	(CHR)	69/ 3.5	4.1	4.9	3.4	5.7	4.0	79/1850	1657/14.5	13.5	74.5		4.8	104	1941	WGH -F
13. WTAR	(MOR)	57/ 2.9	3.0	2.6	2.9	2.7	2.8	59/998	948/ 8.3	8.5	10.0		2.3	50	881	WTAR
WPCE	(R/G)	57/ 2.9	2.9	3.3	2.4	3.0	2.9	57/694	688/ 6.0	6.5	6.3		1.8	40	682	WPCE
15. WBSK	(B)	53/ 2.7	2.1	3.4	2.1	1.8	2.6	53/801	778/ 6.8	7.5	7.7		2.8	60	738	WBSK
16. WZCL-F	(AC)	48/ 2.4	2.2	4.3	1.4	1.7	2.6	48/983	958/ 8.4	7.5	5.0		1.9	42	711	WZCL-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 83.89% (1510 of 1800) (WIN 89: 87.37%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNVZ-F	1 WNOR-AF	1 WNOR-AF	1 WAFX-F	1 WCMS-AF	1 WFOG-F	1 WFOG-F	1 WFOG-F<	1 WNOR-AF	1 WOWI-F>	1 WOWI-F
2 WOWI-F	2 WAFX-F	2 WAFX-F	2 WNOR-AF	2 WAFX-F	2 WCMS-AF>	2 WCMS-AF	2 WCMS-AF	2 WAFX-F	2 WNOR-AF	2 WCMS-F
3 WGH -F	3 WOWI-F>	3 WOWI-F	3 WCMS-AF<	3 WNOR-AF	3 WNIS	3 WNOR-AF	3 WNOR-AF	3 WOWI-F	3 WAFX-F	3 WAFX-F
4	4 WNVZ-F	4 WCMS-AF	4 WJQI-F	4 WJQI-F	4 WJQI-F	4 WOWI-F	4 WAFX-F	4 WFOG-F<	4 WNVZ-F	4 WMYK-F
5	5 WCMS-AF	5 WMYK-F<	5 WOWI-F	5 WOWI-F	5 WTAR	WAFX-F	5 WJQI-F	5 WCMS-AF	5 WFOG-F<	5 WPCE
6	6 WGH -F	6 WJQI-F	6 WWDE-F	6 WWDE-F<	6	6 WNVZ-F	6 WOWI-F	6 WJQI-F	6 WMYK-F	6 WFOG-F
7	7	7	7	7 WFOG-F	7	7	7 WNIS	7 WNVZ-F<	7 WGH -F<	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNOR-AF	1 WOWI-F	1 WOWI-F	1 WOWI-F	1 WJQI-F
WOWI-F>	2 WNOR-AF	2 WNOR-AF<	2 WJQI-F	2 WCMS-AF
3 WMYK-F	3 WNVZ-F<	3 WAFX-F	3 WNOR-AF	3 WFOG-F
4 WNVZ-F	4 WMYK-F	4 WNVZ-F	4 WNVZ-F	4 WWDE-F<
WGH -F>	WAFX-F>	5 WMYK-F	5 WAFX-F<	5 WOWI-F
6 WAFX-F>>	6 WGH -F	6 WWDE-F	6 WCMS-AF	6 WNOR-AF
7	7	7	7	7
8	8	8	8	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF>	1 WNOR-AF<	1 WAFX-F>	1 WNOR-AF<	1 WAFX-F
2 WAFX-F>	2 WAFX-F>	2 WNOR-AF>	2 WAFX-F>	2 WNOR-AF<
3 WOWI-F>	3 WOWI-F>	3 WOWI-F	3 WOWI-F	3 WCMS-AF>
4 WOFM-F	4 WCMS-AF<	4 WCMS-AF	4 WCMS-AF	4 WOWI-F
5 WMYK-F>	5 WMYK-F	5 WJQI-F>	5 WMYK-F	5 WJQI-F
6 WCMS-AF	6	6 WMYK-F	6	6 WMYK-F
7 WNVZ-F	7	7	7	7
WGH -F	8		8	8

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
WGH	1310	Newport News	0.5/2.4/ 10/ 303
WKEZ-F	94.1	Yorktown	1.9/3.3/ 54/ 539
WKSV-F	96.1	Cp Charles/Va B	0.9/1.9/ 18/ 223
WOFM-F	92.1	Moyock	1.8/3.7/ 38/ 446
WPEX	1490	Hampton	0.6/1.5/ 11/ 173
WPMH	1010	Portsmouth	0.3/1.2/ 6/ 133
WTJZ	1270	Newport News	0.4/1.5/ 8/ 176

RADIO STATIONS

AM STATIONS

WNIS,	850,	5 KW/1 KW (DA-2)	, NEWS/TALK	NBC, ABC T,	$ 40.00	(Roslin)	Sinclair
WPCE,	1400,	1 KW	, GOSPEL	SBN,	$ 26.00	(Mc-Guild)	Willis
WBSK,	1350,	5 KW (DA-2)	, BLACK	NBC, ABC F,	$ 34.00	(Roslin)	Ragan Henry
WTAR,	790,	5 KW (DA-1)	, MOR	CBS,	$ 42.00	(Katz)	Landmark

FM STATIONS

WAFX,	106.9,	100 KW @ 964,	CLASSIC AOR	,	$ 50.00	(CBS)	Downs
WCMS,	100.5,	50 KW @ 500,	COUNTRY	ABC E,	$ 97.00	(Eastman)	
WFOG,	92.9,	50 KW @ 480,	BTFL/EZ	,	$ 67.00	(MMR)	Sunshine Wireless
WGH ,	97.3,	74 KW @ 400,	CHR	ABC E,	$ 51.00	(Durpetti)	Susquehanna
WJQI,	94.9,	50 KW @ 500,	SOFT AC	,	$ 44.00	(Torbet)	Coleman
WKEZ,	94.1,	50 KW @ 500,	COUNTRY	US 2,	$ 38.00	(Roslin)	Eure
WLTY,	95.7,	40 KW @ 881,	AC	,	$ 71.00	(Katz)	Landmark
WMYK,	93.7,	100 KW @ 940,	BLACK	ABC C,	$ 49.00	(Durpetti)	(ELIZABETH CITY)
WNOR,	98.7,	46 KW @ 520,	AOR	SOURCE,	$ 96.00	(Mc-Guild)	Saga
WNVZ,	104.5,	50 KW @ 480,	CHR	,	$ 70.00	(Republic)	Wilks-Schwartz
WOFM,	92.1,	2 KW @ 400,	AOR	,	$ 23.00	(K & P)	(MOYOCK, NC)
WOWI,	102.9,	50 KW @ 500,	BLACK	SBN,	$ 53.00	(Mc-Guild)	Ragan Henry
WWDE,	101.3,	50 KW @ 500,	AC	RADRAD,	$ 84.00	(Christal)	Edens
WZCL,	105.3,	50 KW @ 500,	??	MBS, ABC D,	$ 40.00	(Banner)	ML/WIN

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/818,800
MSA Rank/Pop: 46/983,500
ADI # 39
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 18/18
Diaries: 1272/644:1/54.7%
Sample Target: 1130
% Below Line: 0.0
% Not Listed: 8.6

1989 Revenue: $23,500,000
HH Inc.: $25,477
Retail $: 7.9 Bil
Pop per Station: 45,488
#1 Biller: KXXY-AF $4,700,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KXXY-F (C)	202/14.9	13.3	14.0	14.3	13.5	14.1	271/2750	1902/23.4	26.0	23.8		13.8	188	1677	KXXY-F
2. KKNG-F (EZ)	154/11.4	8.1	8.8	7.8	9.4	9.0	177/1817	1519/18.7	16.1	18.1		5.4	73	900	KKNG-F
3. KJYO-F (CHR)	124/ 9.2	9.2	8.7	10.1	11.8	9.3	163/2344	1845/22.7	24.7	27.6		10.4	141	2325	KJYO-F
4. KEBC-F (C)	98/ 7.2	6.4	5.7	6.5	3.6	6.4	134/2072	1329/16.3	17.8	10.8		5.4	73	1238	KEBC-F
5. KATT-F (AOR)	95/ 7.0	7.6	4.7	7.5	7.8	6.7	143/1916	1247/15.3	18.6	16.0		13.0	177	1847	KATT-F
6. KZBS-F (CHR)	93/ 6.9	7.7	5.9	6.4	8.1	6.7	122/1945	1502/18.5	19.5	21.1		12.4	168	1789	KZBS-F
7. KMGL-F (AC)	80/ 5.9	5.0	4.6	6.4	5.1	5.5	105/1456	1029/12.6	13.9	12.9		3.5	47	661	KMGL-F
8. KTOK (N/T)	77/ 5.7	8.2	8.7	5.9	7.4	7.1	86/1548	1357/16.7	20.8	18.7		5.5	75	1212	KTOK
9. KLTE-F (O)	73/ 5.4	4.0	3.7	4.0	4.7	4.3	88/1507	1227/15.1	14.5	12.6		5.6	76	743	KLTE-F
10. KOMA (O)	62/ 4.6	5.9	7.0	5.7	5.1	5.8	77/1047	722/ 8.9	12.5	11.9		2.9	39	679	KOMA
11. KRXO-F (AOR)	60/ 4.4	6.6	6.8	5.4	6.3	5.8	72/1347	1117/13.7	16.1	14.3		6.5	89	986	KRXO-F
12. WKY (C)	34/ 2.5	4.0	3.0	2.4	2.8	3.0	61/1114	668/ 8.2	11.5	9.2		1.8	25	568	WKY
13. KPRW (B)	27/ 2.0	1.6	3.4	3.3	2.7	2.6	27/325	303/ 3.7	2.9	2.7		2.4	32	334	KPRW
14. KNTL-F (?)	25/ 1.8	1.0	1.2	0.7	0.9	1.2	26/441	406/ 5.0	3.6	3.3		1.5	20	287	KNTL-F
15.															

12+ FM SHARE (METRO): 81.50% (1009 of 1238) (WIN 89: 77.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KXXY-F<	1 KXXY-F>>	1 KXXY-F>>	1 KXXY-F>>	1 KKNG-F	1 KXXY-F>>	1 KKNG-F<	1 KXXY-F	1 KJYO-F>	1 KXXY-F
2 KZBS-F>	2 KATT-F	2 KATT-F	2 KMGL-F	2 KKNG-F	2 KXXY-F>	2 KKNG-F	2 KXXY-F>	2 KKNG-F	2 KXXY-F	2 KTOK
3 KATT-F	3 KZBS-F<	3 KZBS-F<	3 KLTE-F	3 KMGL-F	3 KEBC-F<	3 KTOK <	3 KMGL-F<	3 KJYO-F>	3 KATT-F	3 KJYO-F
4 KXXY-F	4 KJYO-F	4 KMGL-F<	4 KRXO-F<	4 KLTE-F	4 KTOK >	4 KJYO-F	4 KEBC-F<	4 KZBS-F<	4 KZBS-F<	4 KATT-F>
5	5 KMGL-F>	5 KJYO-F	5 KKNG-F	5 KRXO-F<	5 KOMA	5 KEBC-F<	5 KATT-F	5 KATT-F	5 KKNG-F<	5 KOMA
6	6 KLTE-F	6 KLTE-F	6 KOMA	6 KOMA	6	6 KATT-F<	6 KZBS-F<	6 KEBC-F	6 KTOK	KMGL-F
7	7	7 KRXO-F	7	KEBC-F	7	7 KZBS-F	7 KJYO-F<	7 KMGL-F<	7 KEBC-F	7
							8 KLTE-F	8 KLTE-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJYO-F	1 KZBS-F	1 KMGL-F	1 KXXY-F>	1 KXXY-F>	1 KATT-F>	1 KATT-F	1 KXXY-F>	1 KXXY-F	1 KXXY-F>>
2 KXXY-F	KJYO-F	2 KZBS-F	2 KMGL-F	2 KMGL-F<	2 KJYO-F	2 KXXY-F>	2 KATT-F>	2 KATT-F>	2 KRXO-F<
3 KZBS-F	3 KXXY-F	3 KXXY-F	3 KZBS-F	3 KKNG-F	3 KZBS-F>	3 KZBS-F	3 KRXO-F>	3 KRXO-F	3 KATT-F
4 KATT-F>>	KMGL-F>	4 KLTE-F	KJYO-F	4 KLTE-F	4 KXXY-F	4 KJYO-F	4 KMGL-F	4 KZBS-F	4 KOMA
5 KMGL-F	5 KLTE-F	KJYO-F>	5 KLTE-F	5 KZBS-F	5 KPRW >	5 KRXO-F<	5 KZBS-F	5 KOMA	5 KKNG-F<
6	KATT-F	6 KKNG-F	6 KKNG-F	6 KEBC-F<	6 KMGL-F	6 KMGL-F	KLTE-F	KJYO-F	6 KEBC-F
7	7	7	7	7 KJYO-F	7	7	7	7 KMGL-F	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KQCV	800	Oklahoma City	0.7/1.8/ 11/ 158
KTNT-F	97.7	Edmond	0.4/3.0/ 7/ 275
KXXY	1340	Oklahoma City	0.3/1.5/ 5/ 140
WWLS	640	Moore/Norman	1.1/4.4/ 24/ 481

RADIO STATIONS

KOMA,	1520,	50 KW (DA-N)	, OLDIES	CBS,	$ 40.00 (CBS)	Diamond
KPAW,	1140,	1 KW (DAYS)	, BLACK	SBN,	$ 24.00 (Banner)	Surrey
KQCV,	800,	250 W (DAYS)	, RELIGION	,	$ 16.00 (---)	Bott
KTOK,	1000,	5 KW (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 57.00 (Christal)	Clear Channel
WKY ,	930,	5 KW (DA-N)	, COUNTRY	US 2,	$ 32.00 (Banner)	Gaylord
KATT-F,	100.5,	97 KW @ 1188,	AOR	SOURCE,	$ 68.00 (Banner)	Surrey
KEBC-F,	94.7,	98 KW @ 1387,	COUNTRY	,	$ 39.00 (Durpetti)	Independence
KNTL-F,	104.9,	3 KW @ 300,		UPI,	$ 18.00 (---)	CBN (BETHANY)
KJYO-F,	102.7,	98 KW @ 900,	CHR	,	$ 54.00 (Christal)	Clear Channel
KKNG-F,	92.5,	98 KW @ 900,	BTFL/EZ	,	$ 43.00 (Katz)	Wilks-Schwartz
KLTE-F,	101.9,	98 KW @ 1390,	AC	,	$ 42.00 (Katz)	Entercom
KMGL-F,	104.1,	99 KW @ 1400,	AC	TRNSTR, US 1,	$ 35.00 (Eastman)	Renda
KRXO-F,	107.7,	99 KW @ 1027,	CLASSIC AOR	,	$ 50.00 (CBS)	Diamond
KXXY-F,	96.1,	98 KW @ 1167,	COUNTRY	MBS,	$ 94.00 (Mc-Guild)	NewMarket

MISCELLANEOUS COMMENTS: KJIL-F changes calls to KNTL-F as of March 1990...

OMAHA

Arbitron Rank/Pop (12+): 70/506,800
MSA Rank/Pop: 79/618, 800
ADI # 73
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 16/14
Diaries: 914/554:1/57.6%
Sample Target: 890
% Below Line: 2.2
% Not Listed: 11.7

1989 Revenue: $19,800,000
HH Inc.: $32,173
Retail $: 4.7 Bil
Pop per Station: 36,200
#1 Biller: KFAB $4,200,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KQKQ-F	(CHR)	133/14.7	13.3	16.6	15.0	17.0	14.9	153/2193	1706/33.7	30.8	35.4					KQKQ-F
2. KFAB	(MOR)	114/12.6	15.8	12.9	14.3	15.9	13.9	192/2869	1619/31.9	38.5	31.1					KFAB
3. KESY-AF	(EZ)	112/12.4	8.1	7.9	8.1	7.6	9.1	130/1341	1037/20.5	15.6	16.4					KESY-AF
4. KEZO-AF	(AOR)	95/10.5	13.0	13.1	13.1	12.9	12.4	133/1840	1253/24.7	24.6	23.0					KEZO-AF
5. WOW -F	(C)	74/ 8.2	7.0	7.3	7.7	7.0	7.6	96/1170	883/17.4	15.0	14.8					WOW -F
6. KGOR-F	(O)	72/ 8.0	7.5	8.4	6.9	7.0	7.7	105/1501	1030/20.3	20.9	20.9					KGOR-F
7. KEFM-F	(AC)	69/ 7.6	8.3	7.4	6.7	5.5	7.5	92/1512	1022/20.2	23.4	16.7					KEFM-F
8. WOW	(C)	46/ 5.1	4.2	3.6	5.5	6.0	4.6	97/1286	536/10.6	12.4	12.3					WOW
9. KXKT-F	(CHR)	23/ 2.5	2.7	3.9	2.3	2.1	2.8	40/730	446/ 8.8	7.6	6.0					KXKT-F
10. KOIL	(O)	19/ 2.1	3.2	3.8	4.2	4.3	3.3	30/631	432/ 8.5	7.4	10.2					KOIL
11. KFMQ-F	(AOR)	17/ 1.9	1.4	0.9	1.2	1.2	1.4	59/1057	398/ 7.9	5.7	5.2					KFMQ-F
KKAR	(T)	17/ 1.9	2.4	1.9	2.1	1.9	2.1	17/385	369/ 7.3	8.0	7.5					KKAR
13.																
14.																
15.																

12+ FM SHARE (METRO): 73.93% (590 of 798) (WIN 89: 67.29%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF<	1 KQKQ-F	1 KGOR-F<	1 KQKQ-F	1 KFAB	1 KFAB >	1 KESY-AF	1 KQKQ-F	1 KFAB <	1 KFAB >>
2 KEZO-AF>	2 KQKQ-F>	2 KEZO-AF	2 KQKQ-F	KGOR-F<	2 KESY-AF>	2 KQKQ-F>	2 KQKQ-F	2 KESY-AF<	2 KQKQ-F>	2 KESY-F>>
3	3 KGOR-F	3 KGOR-F	3 KEZO-AF	3 KEFM-F	3 WOW -F	3 KEZO-AF<	3 KEZO-AF	3 KEZO-AF	3 KEZO-AF	3 KKAR
4	KEFM-F>	4 KEFM-F<	WOW -F	4 WOW -F<	4 WOW	4 KESY-AF	4 WOW -F	4 KEFM-F	4 KESY-AF	4 KQKQ-F
5	5 KESY-AF	5 WOW -F	KEFM-F	5 KEZO-AF<	5 KGOR-F	5 WOW -F	KEFM-F	5 WOW -F<	5 KEFM-F	5 WOW -F
6	6	6 KESY-AF	6 KESY-AF	6 KESY-AF<	6 KQKQ-F<	6 KGOR-F<	6 KGOR-F	6 KGOR-F	6	6 KEFM-F
7	7	7	7	7 KFAB	7 KEFM-F	7 KEFM-F	7 KFAB	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F>	1 KEFM-F	1 KQKQ-F	1 KEFM-F	1 KEZO-AF	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF	1 KEZO-AF>
2 KEZO-AF>	2 KEFM-F	2 KQKQ-F	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>>	2 KQKQ-F>	2 KGOR-F	2 KQKQ-F	2 WOW -F<
3 KEFM-F	3 KEZO-AF	3 KGOR-F	3 KGOR-F	3 KGOR-F	3 KFMQ-F>	3 KGOR-F>	3 KQKQ-F	3 WOW -F	3 KGOR-F
4 KESY-AF	4 KESY-AF	4 KESY-AF	4 KESY-AF	KFAB <	4 KESY-AF	4 WOW -F	4 WOW -F	KGOR-F>	4 KQKQ-F
KXKT-F	KGOR-F	5 KEZO-AF>	5 KFAB	5 KESY-AF	KXKT-F	5 KFMQ-F	5 KEFM-F	5 KESY-AF	5 KESY-AF
6 KGOR-F>>	6	6 KFAB	6 KEZO-AF	6 WOW -F	KGOR-F	6	6	6 KEFM-F	6 KFAB
7	7	7	WOW -F	7	7	7	7	7	7 KEFM-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KBWH-F	106.3	Blair	0.4/1.1/ 4/ 55
KFRX-F	102.7	Lincoln	0.3/1.5/ 44/ 949

RADIO STATIONS

KFAB, 1110, 50 KW (DA-N)	, MOR	NBC, $ 90.00 (Christal)	Henry
KKAR, 1180, 5 KW/1 KW	, TALK	CBS, MBS, $ 20.00 (Eastman)	
KOIL, 1290, 5 KW (DA-N)	, OLDIES	US 2, $ 27.00 (Banner)	
WOW , 590, 5 KW	, COUNTRY	ABC I, $ 40.00 (Torbet)	Great Empire
KBWH-F, 106.3, 1 KW @ 470	, BLACK	, $ 16.00 (---)	(BLAIR)
KEFM-F, 96.1, 100 KW @ 1442	, SOFT AC	, $ 43.00 (Mc-Guild)	
KESY-F, 104.5, 100 KW @ 1040	, BTFL/EZ	ABC D, US 2, $ 35.00 (Mc-Guild)	SunGroup
KEZO-F, 92.3, 100 KW @ 1210	, AOR	, $ 64.00 (Katz)	Narragansett
KGOR-F, 99.9, 115 KW @ 1227	, OLDIES	NBC, $ 45.00 (Christal)	Henry
KXKT-F, 103.7, 100 KW @ 405	, CHR	, $ N/A (Banner)	(ATLANTIC IA)
KQKQ-F, 98.5, 100 KW @ 1099	, CHR	, $ 54.00 (Eastman)	
WOW-F , 94.1, 100 KW @ 510	, COUNTRY	ABC E, $ 45.00 (Torbet)	Great Empire

MISCELLANEOUS COMMENTS: KOMJ-F changes calls to KXKT-F as of March...

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200

MSA Rank/Pop: 53/959,000
ADI # 27
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 23/21
Diaries: 1254/680:1/51.2%
Sample Target: 1140
% Below Line: 3.2
% Not Listed: 7.3

1989 Revenue: $43,900,000
HH Inc.: $27,359
Retail $: 8.9 Bil
Pop per Station: 40,580
#1 Biller: WWKA-F $6,800,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	WWKA-F	(C)	163/11.2	10.1	8.8	9.7	8.6	9.9	319/3453	1544/18.1	18.1	17.8	10.1	145	1550	WWKA-F
2.	WOMX-AF	(CHR)	125/ 8.5	6.1	7.6	6.3	7.8	7.1	222/3832	2101/24.7	18.7	24.4	7.2	99	2196	WOMX-AF
3.	WSTF-F	(AC)	121/ 8.3	9.7	8.2	8.6	9.1	8.7	191/3001	1822/21.4	22.2	19.7	9.4	135	1717	WSTF-F
4.	WJHM-F	(B)	119/ 8.1	9.6	7.3	7.9	6.0	8.2	187/2283	1246/14.6	16.1	12.3	13.6	195	1889	WJHM-F
5.	WOCL-F	(O)	103/ 7.0	6.1	7.0	5.4	7.7	6.4	189/2625	1523/17.9	16.1	15.6	5.4	77	1438	WOCL-F
6.	WHTQ-F	(AOR)	93/ 6.4	6.7	8.6	8.1	4.9	7.5	267/3030	1285/15.1	14.7	14.4	9.0	130	1758	WHTQ-F
7.	WDBO	(MOR)	92/ 6.3	4.7	4.2	6.7	5.8	5.5	116/1552	1224/14.4	12.9	12.9	5.6	80	838	WDBO
8.	WSSP-F	(EZ)	79/ 5.4	6.9	6.6	8.3	8.3	6.8	188/2593	1161/13.6	14.8	17.2	5.1	73	888	WSSP-F
9.	WDIZ-F	(AOR)	74/ 5.1	5.5	5.8	5.2	6.7	5.4	173/2544	1205/14.1	13.5	15.2	8.1	116	1496	WDIZ-F
10.	WWNZ	(N/T)	70/ 4.8	4.2	3.5	5.2	4.7	4.4	80/1026	836/ 9.8	11.1	9.9	2.7	39	729	WWNZ
11.	WLOQ-F	(J/NA)	69/ 4.7	3.5	3.5	3.8	3.4	3.9	75/940	851/10.0	8.7	8.5	4.9	70	953	WLOQ-F
12.	WJYO-F	(AC)	58/ 4.0	4.5	5.7	4.4	5.5	4.7	110/1820	975/11.4	10.6	13.5	3.1	44	663	WJYO-F
13.	WXXL-F	(CHR)	54/ 3.7	4.2	4.6	4.2	3.8	4.2	106/2158	1316/15.4	13.8	14.2	4.4	63	1519	WXXL-F
14.	WWLV-F	(EZ)	38/ 2.6	2.5	2.2	2.5	1.7	2.5	179/2067	546/ 6.4	7.9	5.4	1.4	20	340	WWLV-F

12+ FM SHARE (METRO): 82.79% (1121 of 1354) (WIN 89: 83.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMX-AF	1 WHTQ-F	1 WSTF-F	1 WSTF-F<	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F	1 WWKA-F>	1 WDBO	1 WDBO >>
2 WJHM-F>>	2 WJHM-F	2 WOCL-F<	2 WOCL-F	2 WOCL-F<	2 WDBO	2 WOMX-AF	2 WSTF-F	2 WOMX-AF<	2 WJHM-F	2 WWKA-F>
3 WXXL-F	3 WOMX-AF	3 WOMX-AF	3 WWKA-F	3 WSTF-F>	3 WOCL-F	3 WSTF-F	3 WOMX-AF	3 WOCL-F<	3 WOMX-AF	3 WJHM-F>
4 WHTQ-F	4 WDIZ-F<	WWKA-F<	4 WJHM-F	4 WJHM-F	4 WSSP-F	WJHM-F<	4 WOCL-F	4 WJHM-F	WHTQ-F	4 WOCL-F
5	5 WSTF-F	5 WJHM-F	5 WOMX-AF	5 WOMX-AF	5 WWNZ	5 WDBO	5 WJHM-F	5 WHTQ-F<	5 WSTF-F	5 WWNZ
6	6 WWKA-F	6 WHTQ-F	6 WDIZ-F	6 WLOQ-F	6 WSTF-F	6 WOCL-F<	6 WHTQ-F	6 WSTF-F	6 WWKA-F	WSTF-F
7	7	7 WDIZ-F	7 WLOQ-F	WDIZ-F	7	7 WWNZ	7	7	7 WOCL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMX-AF>	1 WOMX-AF	1 WSTF-F	1 WSTF-F>	1 WSTF-F>	1 WHTQ-F>>	1 WHTQ-F>	1 WHTQ-F	1 WHTQ-F	1 WWKA-F
2 WJHM-F	2 WSTF-F<	2 WJHM-F	2 WJHM-F<	2 WWKA-F	2 WWKA-F	2 WWKA-F	2 WDIZ-F	2 WWKA-F	2 WOCL-F>
3 WSTF-F	3 WJHM-F>	3 WOMX-AF	3 WOMX-AF	3 WOCL-F	3 WOMX-AF	WDIZ-F<	3 WJHM-F	3 WOCL-F	3 WDIZ-F
WHTQ-F	4 WDIZ-F	4 WDIZ-F	4 WOCL-F	4 WJHM-F	4 WJHM-F	4 WJHM-F	4 WWKA-F>	4 WDIZ-F	4 WHTQ-F<
5 WXXL-F>	5 WHTQ-F	5 WWKA-F	5 WWKA-F	5 WJYO-F	WDIZ-F>	5 WOMX-AF	5 WLOQ-F	5 WOMX-AF	5 WOMX-AF
6 WDIZ-F	6	6 WJYO-F	6 WJYO-F	6 WOMX-AF	6 WXXL-F	6 WLOQ-F	6 WOMX-AF	6 WJHM-F	WSTF-F<
7 WLOQ-F>>	7	7	7 WLOQ-F	7 WLOQ-F	7 WSTF-F	7	7 WSTF-F	7 WSTF-F	7 WJHM-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WAJL	1190	Pinecastle/Skyl	0.5/1.0/ 8/ 84
WHOO	990	Orlando	0.5/1.5/ 7/ 182
WONQ	1140	Orlando	1.5/1.6/ 22/ 137
WPRD	1440	Winter Park	1.4/3.6/ 21/ 309
WTLN	1520	Apopka	0.3/0.5/ 4/ 40
WTLN-F	95.3	Apopka	1.2/2.8/ 24/ 302
WXTO	1600	Winter Garden	0.5/2.6/ 8/ 262
WPCV-F	97.5	Winter Haven/Lk	0.6/2.6/110/1269

RADIO STATIONS

WDBO,	580,	5 KW (DA-N)	, MOR	ABC I,	$ 62.00	(Katz)	NewCity
WHOO,	990,	50 KW/5 KW (DA-N)	, COUNTRY	CBS,	$ 15.00	(Eastman)	TK
WPRD,	1440,	5 KW/1 KW (DA-N)	, RELIGION	TRNSTR,	$ 16.00	(---)	
WWNZ,	740,	5 KW/1 KW (DA-N)	, NEWS/TALK	CBS, MBS,	$ 55.00	(Christal)	Guy Gannett
WOMX-F,	105.1,	95 KW @ 1310,	CHR	,	$ 108.00	(Banner)	Nationwide
WDIZ-F,	100.3,	100 KW @ 1300,	AOR	ABC R,	$ 90.00	(MMR)	Shamrock-Lynett
WXXL-F,	106.7,	100 KW @ 800,	CHR	ABC D,	$ 66.00	(Durpetti)	Taylor
WHTQ-F,	96.5,	100 KW @ 1609,	AOR	,	$ 73.00	(Eastman)	TK
WJHM-F,	101.9,	28 KW @ 1650,	BLACK/URBAN	,	$ 58.00	(HNWH)	Beasley (DAYTONA BEACH)
WJYO-F,	107.7,	100 KW @ 1613,	SOFT AC	,	$ 80.00	(MMR)	Metroplex
WLOQ-F,	103.1,	3 KW @ 330,	JAZZ	,	$ 48.00	(Banner)	
WOCL-F,	105.9,	100 KW @ 1650,	OLDIES	APR,	$ 71.00	(Christal)	American (DELAND)
WSSP-F,	104.1,	100 KW @ 1609,	BTFL/EZ	,	$ 70.00	(Christal)	Guy Gannett (COCOA BEACH)
WSTF-F,	101.1,	100 KW @ 1598,	AC	,	$ 100.00	(Republic)	Capitol-Goodman
WWKA-F,	92.3,	100 KW @ 1341,	COUNTRY	,	$ 130.00	(Katz)	NewCity

MISCELLANEOUS COMMENTS: WHLY-F changes calls to WXXL-F as of January...WXXO-A changes calls to WXTO-A as of January...

ILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600
MSA Rank/Pop: 4/4,873,100
ADI # 4
Average Person Ratings: 20.4
Market TSL: 26.50 hours

Stations: 28/23
Diaries: 2595/1593:1/50.1%
Sample Target: 2470
% Below Line: 2.2
% Not Listed: 10.0

1989 Revenue: $131,200,000
HH Inc.: $31,782
Retail $: 38.8 Bil
Pop per Station: 179,721
#1 Biller: WMMR-F $16,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KYW	(N)	625/ 7.4	6.6	7.0	7.1	7.2	7.0	669/13628	12249/29.6	29.6	28.6		6.6	528	9336	KYW
2. WMMR-F	(AOR)	582/ 6.9	7.5	8.1	6.9	8.1	7.4	757/10225	7456/18.0	19.1	18.8		8.0	641	7855	WMMR-F
3. WUSL-F	(B)	567/ 6.7	5.8	5.7	6.9	7.1	6.3	667/6673	5411/13.1	12.7	14.9		9.7	780	6806	WUSL-F
4. WEAZ-F	(SAC)	532/ 6.3	5.6	6.3	6.6	5.9	6.2	644/8559	7054/17.1	15.7	15.2		3.6	291	4242	WEAZ-F
5. WYSP-F	(AOR)	521/ 6.2	5.3	5.5	4.5	4.5	5.4	673/9837	7246/17.5	16.1	15.8		5.6	452	6523	WYSP-F
6. WPEN	(BB)	504/ 6.0	5.2	6.8	5.8	5.3	5.9	529/4769	4460/10.8	10.0	9.4		5.0	398	3468	WPEN
7. WIOQ-F	(CHR)	493/ 5.9	5.3	4.8	4.8	3.1	5.2	600/8733	7135/17.3	17.2	11.0		7.8	629	7502	WIOQ-F
8. WEGX-F	(CHR)	453/ 5.4	5.5	4.3	6.1	7.9	5.3	535/9423	7479/18.1	18.6	22.0		6.2	500	8293	WEGX-F
9. WMGK-F	(AC)	380/ 4.5	3.2	3.8	4.6	4.3	4.0	413/6825	5888/14.2	11.0	13.0		3.7	294	3707	WMGK-F
10. WKSZ-F	(AC)	378/ 4.5	4.5	4.3	4.6	4.9	4.5	450/6031	4824/11.7	12.4	14.5		2.7	219	2820	WKSZ-F
11. WOGL-F	(O)	331/ 3.9	4.1	4.5	3.2	3.4	3.9	479/6923	4788/11.6	12.4	10.6		3.7	300	4195	WOGL-F
12. WWDB-F	(T)	325/ 3.9	3.2	3.7	4.4	3.6	3.8	445/4877	3821/ 9.2	7.5	9.7		4.5	359	3032	WWDB-F
13. WDAS-F	(B)	319/ 3.8	3.6	3.6	3.8	3.3	3.7	346/4494	4044/ 9.8	8.9	9.7		5.5	440	5146	WDAS-F
14. WXTU-F	(C)	276/ 3.3	4.8	4.6	4.0	4.0	4.2	433/5618	3744/ 9.1	10.3	10.6		4.0	319	3512	WXTU-F
15. WSNI-F	(AC)	270/ 3.2	3.1	3.8	2.9	3.1	3.3	294/5030	4208/10.2	10.9	9.6		2.5	201	2385	WSNI-F
16. WCAU	(T)	264/ 3.1	3.6	3.8	3.4	3.5	3.5	317/5712	4718/11.4	11.8	11.9		3.3	262	3802	WCAU
17. WFLN-F	(CL)	214/ 2.5	2.6	2.0	2.3	2.8	2.3	256/4031	3214/ 7.8	7.4	8.3		2.2	179	2058	WFLN-F
18. WIP	(T)	151/ 1.8	2.6	1.9	1.8	1.8	2.0	178/3867	3227/ 7.8	10.5	7.3		1.9	155	2556	WIP
19. WDAS	(R/G)	83/ 1.0	1.6	1.1	1.0	0.8	1.2	83/1292	1283/ 3.1	3.8	3.3		1.0	78	988	WDAS
20.																

12+ FM SHARE (METRO): 76.39% (5788 of 7577) (WIN 89: 76.46%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 WMMR-F	1 KYW	1 KYW >	1 WEAZ-F	1 WMMR-F	1 WUSL-F>	1 KYW >>
2 WIOQ-F	2 WYSP-F>	2 WYSP-F	2 WYSP-F>	2 WYSP-F	2 WPEN	2 WYSP-F	2 WMMR-F	2 WEAZ-F<	2 WIOQ-F	2 WCAU >>
3 WEGX-F	3 WUSL-F	3 WUSL-F	3 WOGL-F<	3 WEAZ-F	3 WDAS-F>	3 WMMR-F	3 WPEN <	3 WIOQ-F<	3 WEGX-F<	3 WUSL-F>>
4	4 WIOQ-F	4 WIOQ-F	4 WUSL-F	4 WOGL-F	4 WKSZ-F<	4 WUSL-F<	4 WKSZ-F	4 WUSL-F	4 WMMR-F	4 WWDB-F>>
5	5 WEGX-F>	5 WEGX-F	5 WMGK-F	5 WUSL-F<	5 WWDB-F	5 WPEN	5 WYSP-F	WPEN <	5 WDAS-F	5 WPEN
6	6 WDAS-F	6 WOGL-F	WEAZ-F	6 WMGK-F	6 WMGK-F	6 WEAZ-F	6 WUSL-F	6 WEGX-F	6 WPEN <	6 WDAS-F
7	7 WSNI-F<	WMGK-F<	7 WDAS-F<	7 WKSZ-F	WCAU	7 WMGK-F	7 WMGK-F<	7 WYSP-F	7 WYSP-F	7 WEAZ-F
8	8 WMGK-F	8 WEAZ-F<	8 WSNI-F	KYW	8 WXTU-F	8 WIOQ-F	8 KYW	8 KYW	WWDB-F	8
9	9 WOGL-F	9 WDAS-F	WEGX-F<	9 WDAS-F	9	WEGX-F	9	9	9 KYW	9
10	10 WEAZ-F	10	10 WKSZ-F	10 WSNI-F	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOQ-F	1 WUSL-F	1 WUSL-F<	1 WUSL-F>	1 WUSL-F
2 WUSL-F	2 WIOQ-F<	2 WMMR-F	2 WMGK-F	2 WMGK-F
3 WEGX-F>	3 WMMR-F<	3 WYSP-F	3 WMMR-F	3 WEAZ-F
4 WMMR-F	4 WEGX-F	4 WEGX-F	WIOQ-F	4 WKSZ-F
5 WYSP-F>	5 WYSP-F>	5 WEAZ-F<	WEGX-F	5 WMMR-F
6 WDAS-F	6 WMGK-F	6 WMGK-F	6 WEAZ-F	6 WOGL-F<
7 WMGK-F<	WEAZ-F	7 WOGL-F	7 WYSP-F	7 WEGX-F
8 WEAZ-F<	8	8 WIOQ-F	8 WDAS-F	WDAS-F<
9 WSNI-F	9	9 WSNI-F	9	9 KYW
10	10	WDAS-F	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F	1 WMMR-F<	1 WYSP-F<	1 WMMR-F	1 WMMR-F<
2 WYSP-F	2 WYSP-F>>	2 WMMR-F>>	2 WYSP-F>>	2 WYSP-F>
3 WIOQ-F	3 WEGX-F	3 WIOQ-F<	3 WOGL-F	3 WOGL-F
4 WUSL-F>	4 WUSL-F>	4 WOGL-F	4 WIOQ-F	4 WEAZ-F<
5 WEGX-F	5 WDAS-F	5 WEGX-F<	5 WUSL-F	5 KYW
6 WDAS-F>	6 WOGL-F	6 WSNI-F	6 WDAS-F<	6 WSNI-F
7 WOGL-F	7	7 WUSL-F	7 WEGX-F	7 WIP <
WMGK-F>	8	WIP	8 WSNI-F	8 WXTU-F
9 WSNI-F	9	WDAS-F	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WCOL	1420	Coatsville	0.2/1.1/ 21/ 467
WEAZ	560	Philadelphia	0.5/2.2/ 48/1181
WHAT	1340	Philadelphia	0.5/2.1/ 43/ 853
WTEL	860	Philadelphia	0.2/0.5/ 21/ 192
WFMZ-F	100.7	Allentown	0.7/1.9/213/2511
WKXW-F	101.5	Trenton	0.4/1.8/ 93/1557
WOR	710	New York	0.5/1.3/109/1376
WPST-F	97.5	Trenton/Phily	0.3/2.8/ 72/2153
WSTW-F	93.7	Wilmington	0.4/2.1/111/2131

RADIO STATIONS

AM STATIONS

KYW	1060	50 KW (DA-1)	NEWS	NBC, APR	$ 290.00	(Group W)	Westinghouse
WCAU	1210	50 KW	TALK	CBS	$ 150.00	(CBS)	CBS
WDAS	1480	5 KW/1 KW (DA-2)	BLACK	NBN	$ 45.00	(Banner)	
WEAZ	560	5 KW (DA-2)	OLDIES		$ 40.00	(Mc-Guild)	Salem
WHAT	1340	1 KW	BLACK TALK	SBN	$ 47.00	(Roslin)	
WIP	610	5 KW (DA-1)	SPORTS	ABC E, MBS	$ 80.00	(Katz)	
WPEN	950	5 KW (DA-N)	NOSTALGIA	US 2	$ 150.00	(MMR)	Greater Media
WPGR	1540	50 KW (DAYS, DA)	OLDIES	US 1	$ 40.00	(Durpetti)	Pyramid

FM STATIONS

WDAS	105.3	3 KW @ 800	BLACK		$ 90.00	(Banner)	
WEAZ	101.1	14 KW @ 900	EZ		$ 190.00	(Mc-Guild)	
WEGX	106.1	23 KW @ 740	CHR	ABC C	$ 170.00	(Eastman)	Malrite LP
WFLN	95.7	50 KW @ 490	CLASSICAL		$ 95.00	(CMBS)	Marlin
WIOQ	102.1	30 KW @ 650	CHR/URBAN		$ 120.00	(HNWH)	EZ
WKSZ	100.3	35 KW @ 600	SOFT AC		$ 160.00	(Katz)	
WMGK	102.9	9 KW @ 1140	AC	US 2	$ 200.00	(MMR)	Greater Media
WMMR	93.3	25 KW @ 670	AOR	SOURCE	$ 320.00	(Katz)	Westinghouse
WOGL	98.1	12 KW @ 1000	OLDIES	CBS	$ 145.00	(CBS)	CBS
WSNI	104.5	13 KW @ 873	AC	US 1	$ 167.00	(Durpetti)	Pyramid
WUSL	98.9	18 KW @ 830	BLACK/URBAN	ABC F	$ 190.00	(Mc-Guild)	Tak
WWDB	96.5	17 KW @ 829	TALK	ABC I	$ 100.00	(Republic)	Panache
WXTU	92.5	15 KW @ 900	COUNTRY	MBS	$ 145.00	(Republic)	Beasley
WYSP	94.1	16 KW @ 900	CLASSIC AOR	ABC R	$ 166.00	(Torbet)	Infinity

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300
MSA Rank/Pop: 20/2,023,100
ADI # 25
Average Person Ratings: 18.1
Market TSL: 23.75 hours

Stations: 28/28
Diaries: 1841/947:1/55.4%
Sample Target: 1610
% Below Line: 0.0
% Not Listed: 6.8

1989 Revenue: $72,600,000
HH Inc.: $29,530
Retail $: 17.0 Bil
Pop per Station: 62,260
#1 Biller: KNIX-AF $12,300,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KNIX-F	(C)	358/11.4	10.6	10.6	10.8	11.1	10.9	428/4478	3826/21.9	22.8	24.2		9.9	312	3014	KNIX-F
2. KTAR	(N/T)	262/ 8.3	7.9	8.3	7.9	7.7	8.1	286/3606	3305/19.0	19.1	19.4		8.4	262	2695	KTAR
3. KUPD-F	(AOR)	232/ 7.4	6.2	7.2	7.7	6.5	7.1	258/2797	2595/14.9	14.2	13.9		8.6	271	3041	KUPD-F
4. KMEO-AF	(EZ)	214/ 6.8	8.0	7.4	6.6	9.0	7.2	222/2803	2581/14.8	13.8	17.5		5.1	129	1500	KMEO-AF
5. KKLT-F	(AC)	201/ 6.4	5.8	6.9	5.5	5.2	6.2	210/2623	2470/14.2	13.9	14.3		5.6	175	1991	KKLT-F
6. KOY -F	(CHR)	197/ 6.3	3.1	4.8	4.4	4.4	4.7	221/3404	3120/17.9	13.6	15.2		6.0	189	2829	KOY -F
7. KKFR-F	(CHR)	176/ 5.6	5.7	3.9	2.6	2.9	4.4	191/2833	2617/15.0	13.8	12.0		8.5	268	3025	KKFR-F
8. KMLE-F	(C)	141/ 4.5	3.7	3.7	3.3	2.5	3.8	147/1999	1855/10.6	7.5	5.2		5.2	162	1374	KMLE-F
9. KDKB-F	(AOR)	140/ 4.4	3.5	3.5	3.4	3.7	3.7	160/2457	2045/11.7	10.1	12.2		4.4	139	1718	KDKB-F
10. KOOL-F	(O)	127/ 4.0	4.5	3.3	3.0	2.3	3.7	147/2326	2056/11.8	11.2	10.1		3.9	121	1156	KOOL-F
11. KSLX-F	(AOR)	125/ 4.0	3.3	4.3	4.5	4.4	4.0	151/2070	1906/10.9	10.0	10.7		4.2	132	2032	KSLX-F
12. KESZ-F	(AC)	102/ 3.2	2.6	2.7	3.0	3.4	2.9	103/1835	1726/ 9.9	9.0	9.7		2.2	69	1366	KESZ-F
13. KOY	(BB)	100/ 3.2	3.3	2.2	3.0	2.4	2.9	106/1466	1346/ 7.7	7.1	5.9		2.0	62	822	KOY
14. KZZP-F	(CHR)	92/ 2.9	6.4	7.0	9.0	8.8	6.3	107/2982	2725/15.6	19.6	26.1		5.2	164	3361	KZZP-F
15. KAMJ-F	(AC)	70/ 2.2	1.6	2.3	2.7	2.2	2.2	81/1325	1200/ 6.9	6.4	7.0		1.4	44	956	KAMJ-F
16. KFYI	(T)	65/ 2.1	3.7	3.6	3.3	2.6	3.2	69/1210	1125/ 6.5	8.3	4.9		4.0	124	1360	KFYI
17. KLFF	(BB)	57/ 1.8	2.8	1.8	2.1	1.5	2.1	57/637	606/ 3.5	4.6	3.3		1.7	53	529	KLFF
18. KCWW	(C)	48/ 1.5	0.8	0.8	1.4	1.2	1.1	53/755	713/ 4.1	3.4	3.7		0.6	19	381	KCWW
19. KOOL	(O)	43/ 1.4	1.4	2.2	2.2	2.0	1.8	45/815	781/ 4.5	3.5	5.1		0.8	24	585	KOOL
20. KONC-F	(CL)	40/ 1.3	1.2	1.4	1.2	1.5	1.3	42/558	538/ 3.1	3.6	3.3		0.5	15	361	KONC-F

12+ FM SHARE (METRO): 75.84% (2229 of 2939) (WIN 89: 74.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKFR-F	1 KUPD-F>	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KNIX-F	1 KTAR <	1 KNIX-F>	1 KNIX-F>	1 KUPD-F	1 KTAR
2 KOY -F>	2 KOY -F	2 KUPD-F	2 KKLT-F>	2 KKLT-F>	2 KTAR	2 KNIX-F>	2 KKLT-F	2 KUPD-F<	2 KTAR	2 KNIX-F>>
3 KUPD-F>	KDKB-F<	3 KKLT-F	3 KOOL-F	3 KOOL-F<	3 KMEO-AF>	3 KUPD-F	3 KMEO-AF	3 KTAR	3 KKFR-F	3 KUPD-F
4 KZZP-F	4 KKFR-F	4 KDKB-F<	4 KUPD-F<	4 KUPD-F<	4 KKLT-F	4 KKLT-F<	4 KTAR <	4 KKLT-F<	4 KNIX-F<	4 KMEO-F
5	5 KNIX-F	5 KOY -F	5 KDKB-F	5 KMLE-F	5 KOY	5 KOY -F	5 KUPD-F	5 KOY -F	5 KOY -F	KFYI
6	6 KKLT-F	6 KSLX-F<	6 KSLX-F	KDKB-F	6 KOOL-F	6 KMEO-AF>	6 KOY -F	KKFR-F<	6 KMEO-AF	6 KMLE-F
7	7 KSLX-F	7 KOOL-F<	KMLE-F	7 KTAR <	7	7 KSLX-F	7 KMLE-F	7 KMEO-AF	7	KKLT-F
8	8	8 KMLE-F	8	8 KSLX-F	8	KKFR-F	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKFR-F	1 KKLT-F<	1 KKLT-F>	1 KKLT-F	1 KKLT-F	1 KUPD-F>>	1 KUPD-F>	1 KUPD-F	1 KUPD-F>	1 KNIX-F
2 KOY -F	2 KUPD-F	2 KNIX-F	2 KNIX-F>	2 KNIX-F>>	2 KKFR-F<	2 KDKB-F	2 KDKB-F>	2 KDKB-F	2 KDKB-F
3 KUPD-F>	KOY -F<	3 KUPD-F	3 KOY -F	3 KMEO-AF<	3 KOY -F	3 KSLX-F>	3 KSLX-F>	3 KNIX-F	3 KUPD-F
4 KZZP-F	4 KKFR-F	4 KMLE-F	4 KKFR-F<	4 KMLE-F	4 XSLX-F	4 KOY -F	4 KMLE-F	4 KSLX-F	4 KOOL-F
KNIX-F	5 KNIX-F>	5 KOY -F	5 KUPD-F<	5 KOOL-F<	KNIX-F	KNIX-F<	5 KNIX-F	5 KOOL-F	5 KTAR <
6 KESZ-F	6 KMLE-F<	6 KESZ-F<	6 KMLE-F	6 KESZ-F	6 KDKB-F	6 KKFR-F	6 KOOL-F<	6 KTAR	6 KSLX-F
7	7 KESZ-F	7 KDKB-F	7 KESZ-F	7 KOY -F	7 KUKQ	7	7 KTAR	7 KOY -F	7 KMLE-F
8	8	8	8	8	8	8	KKLT-F	KMLE-F	8

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
KGRX-F	100.3	Globe	0.7	3.0	27	581
KPHX	1480	Phoenix	0.5	1.6	18	289
KRDS	1190	Tolleson/Phnx	0.4	1.0	14	166
KSUN	1400	Phoenix	0.7	1.6	23	277
KTIM-F	105.3	Wickenburg	0.3	1.0	20	311
KUKQ	1060	Tempe	1.2	2.5	40	438
KVVA	860	Phoenix	0.7	2.0	30	398

RADIO STATIONS

AM STATIONS

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KASA, 1540,  10 KW (DAYS,DA)   , RELIGION                        , $  14.00 (---)          Ostrander-Wilson
KFNN, 1510,  10 KW (DAYS)      ,   ??                            , $  25.00 (---)
KFYI,  910,   5 KW (DA-N)      , NEWS/TALK                   CBS, $  60.00 (Republic)     Broadcast Group
KLFF, 1360,   5 KW/1 KW (DA-N), NOSTALGIA                 ABC D, $  33.00 (---)
KCWW, 1580,  50 KW (DA-1)      , COUNTRY
KOOL,  960,   5 KW (DA-N)      , OLDIES                          , $  43.00 (HNWH)         Adams

KOY ,  550,   5 KW/1 KW        , NOSTALGIA       ABC E, TRNSTR, $  28.00 (Christal)     Edens
KPHX, 1480,   1 KW/500 W(DA-2), HISPANIC                    CRC, $  28.00 (Caballero)
KRDS, 1190,   5 KW/250 W(DA-2), RELIGION                        , $  16.00 (---)
KSUN, 1400,   1 KW             , HISPANIC                        , $  25.00 (Caballero)
KTAR,  620,   5 KW (DA-N)      , NEWS/TALK                 ABC I, $ 170.00 (CBS)          Pulitzer
KUKQ, 1060,   5 KW/500 W(DA-N), AOR                             , $  36.00 (Banner)
KVVA,  860,   1 KW (DA-N)      , HISPANIC                        , $  35.00 (Lotus)
KXEG, 1010,   1 KW/250 W       , RELIGION                        , $  10.00 (---)          Mid America
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FM STATIONS

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KPMX, 101.5, 100 KW @ 1740, TALK                                 , $  78.00 (Banner)       EZ
KDKB,  93.3, 100 KW @ 1480, AOR                                  , $   ---  (Torbet)       Sandusky
KESZ,  99.9, 100 KW @ 1670, AC                                   , $  65.00 (Eastman)
KGRX, 100.3,  90 KW @  210, JAZZ/NAC                      ABC C, $  40.00 (Roslin)       First Cities (GLOBE)
KKFR,  92.3, 100 KW @ 1646, CHR                                  , $  63.00 (Republic)     Broadcast Group
KKLT,  98.7, 115 KW @ 1650, AC                                   , $  80.00 (CBS)          Pulitzer
KMEO,  96.9, 100 KW @ 1556, BTFL/EZ                              , $ 103.00 (Group W)      Westinghouse
KMLE, 107.9, 100 KW @ 1000, COUNTRY                              , $  60.00 (Durpetti)     Shamrock  (CHANDLER)

KNIX, 102.5, 100 KW @ 1610, COUNTRY                              , $ 200.00 (Katz)         Buck Owens
KONC, 106.3,   3 KW @  330, CLASSICAL                     ABC D, $  37.00 (---)                   (SUN CITY)
KOOL,  94.5, 100 KW @ 1620, OLDIES                               , $ 109.00 (HNWH)         Adams
KSLX, 100.7, 100 KW @ 1847, CLASSIC AOR                          , $  85.00 (MMR)          Cook Inlet
KOY ,  95.5, 100 KW @ 1550, CHR                                  , $  77.00 (Christal)     Edens
KUPD,  97.9, 100 KW @ 1620, AOR                                  , $  96.00 (Banner)
KVVA, 107.1,   3 KW @  330, HISPANIC                             , $  35.00 (Lotus)          (APPACHE JUNCTION)
KZZP, 104.7, 100 KW @ 1550, CHR                                  , $ 157.00 (Mc-Guild)
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CALL LETTER CHANGES	FORMAT CHANGES	STATIONS SALES
KNIX-A changes calls to KCWW-A as of January, 1990		

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700

MSA Rank/Pop: 19/2,100,400
ADI # 16
Average Person Ratings: 19.5
Market TSL: 25.50 hours

Stations: 33/32
Diaries: 1910/1023:1/61.6%
Sample Target: 1760
% Below Line: 0.3
% Not Listed: 8.4

1989 Revenue: $50,700,000
HH Inc.: $26,898
Retail $: 14.2 Bil
Pop per Station: 61,084
#1 Biller: KDKA $8,700,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	KDKA	(MOR)	518/13.6	12.3	13.6	14.1	12.3	13.4	621/7475	5783/29.6	29.9	29.2	11.1	363	5670	KDKA
2.	WBZZ-F	(CHR)	363/ 9.5	8.7	9.3	9.9	8.7	9.4	416/6118	4989/25.5	25.2	26.0	11.9	388	5266	WBZZ-F
3.	WDVE-F	(AOR)	353/ 9.3	7.8	9.3	7.1	7.6	8.4	528/5921	3782/19.3	17.7	17.5	11.9	388	4894	WDVE-F
4.	WSHH-F	(SAC)	270/ 7.1	9.6	7.6	9.4	11.1	8.4	323/3808	3131/16.0	17.0	19.3	7.3	238	2305	WSHH-F
5.	WWSW-F	(AC)	242/ 6.4	6.1	6.6	7.3	5.4	6.6	318/4712	3564/18.2	16.8	16.0	5.0	163	2535	WWSW-F
6.	WAMO-F	(B)	217/ 5.7	5.4	6.1	5.5	5.5	5.7	238/2634	2424/12.4	10.9	11.0	9.3	303	3800	WAMO-F
7.	WTAE	(N/T)	201/ 5.3	6.8	2.9	3.9	3.8	4.7	211/2576	2367/12.1	17.1	10.4	4.1	133	2115	WTAE
8.	WLTJ-F	(SAC)	173/ 4.5	4.4	3.8	4.7	6.1	4.3	203/2498	2094/10.7	9.5	12.6	4.4	143	1464	WLTJ-F
	WHTX-F	(AC)	173/ 4.5	3.7	3.9	2.6	3.5	3.7	186/2594	2474/12.7	13.4	10.7	2.7	89	1928	WHTX-F
10.	WDSY-F	(C)	170/ 4.5	3.8	3.6	4.2	3.9	4.0	231/2923	2025/10.4	8.7	9.4	3.3	107	1229	WDSY-F
11.	WMYG-F	(CL AOR)	129/ 3.4	4.2	5.3	4.4	5.2	4.3	166/2985	2344/12.0	10.7	12.4	5.1	167	2400	WMYG-F
	WJAS	(BB)	129/ 3.4	3.4	4.4	3.1	2.8	3.6	133/1677	1629/ 8.3	7.8	6.5	2.6	84	1210	WJAS
13.	WEZE-F	(EZ)	104/ 2.7	2.4	2.4	1.7	1.3	2.3	124/1668	1294/ 6.6	8.9	7.1	1.6	51	1253	WEZE-F
14.	KQV	(N/T)	62/ 1.6	2.1	2.0	2.6	2.0	2.1	66/1385	1295/ 6.6	7.6	7.1	2.0	66	1207	KQV
15.	WMXP-F	(CHR)	55/ 1.4	1.4	1.9	2.1	2.5	1.7	84/2113	1415/ 7.2	7.0	8.8	1.3	42	1341	WMXP-F

12+ FM SHARE (METRO): 67.63% (2361 of 3491) (WIN 89: 70.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>	1 WDVE-F	1 WWSW-F	1 WWSW-F	1 KDKA >>	1 KDKA >>	1 WDVE-F	1 WBZZ-F<	1 KDKA >	1 KDKA >>
2 WAMO-F	2 WBZZ-F>	2 WBZZ-F	2 WDVE-F	2 WDVE-F	2 WSHH-F	2 WDVE-F	2 WSHH-F<	2 WDVE-F<	2 WBZZ-F	2 WAMO-F<
3 WDVE-F>	3 WAMO-F	3 WWSW-F	3 WBZZ-F	3 WBZZ-F<	3 WTAE	3 WBZZ-F	3 KDKA <	3 KDKA >	3 WAMO-F	3 WTAE >
4	4 WMYG-F	4 WAMO-F	4 KDKA <	4 KDKA	4 WWSW-F	4 WSHH-F<	4 WBZZ-F	4 WSHH-F<	4 WDVE-F>	4 WDVE-F>
5	5 WWSW-F	5 WHTX-F	5 WHTX-F	5 WHTX-F<	5 WJAS <	5 WHTX-F	5 WWSW-F	5 WWSW-F	5 WWSW-F<	5 WBZZ-F<
6	6 WHTX-F	6 KDKA	6 WAMO-F	6 WSHH-F	6 WDSY-F<	6 WTAE	6 WTAE	6 WAMO-F<	6 WTAE	6 WSHH-F
7	7	7 WMYG-F	7 WSHH-F	7 WLTJ-F<	7 WLTJ-F	7 WWSW-F	7 WLTJ-F	7 WLTJ-F	7	7 WLTJ-F
				8 WDSY-F			WHTX-F			

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WBZZ-F	1 WBZZ-F	1 WBZZ-F>	1 WBZZ-F>	1 WBZZ-F
2 WDVE-F>>	2 WDVE-F>	2 WAMO-F<	2 WDVE-F	2 WSHH-F
3 WAMO-F>	3 WAMO-F>	3 WDVE-F<	3 WAMO-F<	WLTJ-F<
4 WMYG-F	4 WHTX-F	4 WWSW-F<	4 WWSW-F<	4 WWSW-F
5 WHTX-F>	5 WWSW-F<	5 WHTX-F	5 WHTX-F	5 WHTX-F<
6 WEZE-F	6 WMYG-F	6 WLTJ-F>	6 WSHH-F<	6 KDKA
7	WLTJ-F	7 WMYG-F	7 WLTJ-F	7 WAMO-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>	1 WDVE-F
2 WAMO-F>>	2 WMYG-F	2 WMYG-F	2 WWSW-F>	2 WWSW-F
3 WMYG-F	3 WBZZ-F	3 WBZZ-F>	3 WMYG-F<	3 KDKA
WBZZ-F>	4 WAMO-F>	4 WWSW-F	4 WBZZ-F	4 WDSY-F
5 WWSW-F	5 WWSW-F	5 KDKA >	5 WAMO-F<	5 WMYG-F<
WLTJ-F	6 KDKA >	6 WHTX-F	6 KDKA	6 WBZZ-F
7	7 WDSY-F	WDSY-F	7	7 WHTX-F

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
WASP	1130	Brownville	0.6/0.7/ 21/ 157
WBCW	1530	Jeanette	0.3/0.6/ 11/ 122
WBVP	1230	Beaver Falls	0.4/1.2/ 17/ 258
WEDO	810	McKeesport	0.6/2.0/ 22/ 395
WEEP	1080	Pittsburgh	0.4/1.2/ 14/ 303
WESA-F	98.3	Charleroi	0.4/1.5/ 15/ 294
WHJB	620	Greensburg	0.3/1.9/ 11/ 392
WJPA	1450	Washington	0.4/1.3/ 15/ 254
WMBS	590	Uniontown	1.0/2.4/ 45/ 540
WPIT	730	Pittsburgh	0.3/1.7/ 17/ 392
WPIT-F	101.5	Pittsburgh	1.0/4.1/ 49/1071
WSSZ-F	107.1	Greensburg/Pitt	0.4/1.7/ 17/ 345
WWCS	540	Canonsbrg/Pitsb	0.3/0.9/ 25/ 299
WWKS-F	106.7	Beaver Falls	0.3/1.8/ 22/ 506
WWSW	970	Pittsburgh	0.9/3.9/ 36/ 779
WYJZ	860	Pittsburgh	0.4/1.4/ 14/ 290
WYTK-F	95.3	Washington	0.4/1.1/ 17/ 259
WVAQ-F	101.9	Morgantown	0.3/1.1/ 87/1054

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	, MOR	NBC,	$ 180.00	(Group W)	Westinghouse
KQV ,	1410,	5 KW (DA-2)	, NEWS	CBS, US 2,	$ 40.00	(Roslin	
WEEP,	1080,	50 KW (DAYS, DA)	, OLDIES	US 2,	$ N/A	(Republic)	Entercom
WJAS,	1320,	5 KW (DA-N)	, NOSTALGIA	UPI, CNN,	$ 44.0C	(Eastman)	Renda
WMBS,	590,	1 KW (DA-N)	, MOR	CBS,	$ 14.00	(Regional)	(UNIONTOWN)
WPIT,	730,	5 KW/24 W	, RELIGION	,	$ N/A	(---)	Pyramid
WTAE,	1250,	5 KW (DA-N)	, NEWS/TALK	ABC E, US 2,	$ 65.00	(Katz)	Hearst
WWSW,	970,	5 KW (DA-2)	, OLDIES	ABC I, ABC D,	$ N/A	(Mc-Guild)	Shamrock

FM STATIONS

WAMO,	105.9,	72 KW @ 420,	BLACK	SBN,	$ 56.00	(HNWH)	Sheridan
WBZZ,	93.7,	41 KW @ 547,	CHR	,	$ 144.00	(Banner)	EZ
WDSY,	107.9,	50 KW @ 500,	COUNTRY	US 1,	$ 59.00	(Republic)	Entercom
WDVE,	102.5,	55 KW @ 820,	AOR	SOURCE,	$ 104.00	(Christal)	Great American
WHTX,	96.1,	50 KW @ 500,	AC	ABC E,	$ 97.00	(Katz)	Hearst
WLTJ,	92.9,	47 KW @ 890,	SOFT AC	,	$ 53.00	(Durpetti)	
WMXP,	100.7,	20 KW @ 500,	CHR/DANCE	,	$ 40.00	(HNWH)	Signature
WMYG,	96.9,	45 KW @ 162,	CLASSIC AOR	,	$ 60.00	(MMR)	
WEZE,	104.7,	50 KW @ 500,	EZ	ABC F,	$ 40.00	(Roslin)	
WPIT,	98.5,	48 KW @ 510,	RELIGION	,	$ N/A	(---)	Pyramid
WSHH,	99.7,	11 KW @ 930,	BTFL/EZ	UPI,	$ 75.00	(Eastman)	Renda
WWSW,	94.5,	50 KW @ 800,	OLDIES	ABC D,	$ 120.00	(Mc-Guild)	Shamrock

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WNRJ-F changes to WEZE-F as of January, 1990...WAMO-A changes to WYJZ as of January		

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400

MSA Rank/Pop: 42/1,174,100
ADI # 11
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 27/25
Diaries: 1688/796:1/58.7%
Sample Target: 1430
% Below Line: 0.3
% Not Listed: 9.8

1989 Revenue: $45,200,000
HH Inc.: $27,375
Retail $: 10.7 Bil
Pop per Station: 53,736
#1 Biller: KKCW-F $6,400,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KKRZ-F	(CHR)	216/ 9.6	10.7	9.2	8.9	8.5	9.6	220/3444	3239/24.1	22.2	21.6		11.4	236	3430	KKRZ-F
2. KKCW-F	(AC)	181/ 8.1	8.0	8.7	8.6	9.5	8.4	190/2856	2696/20.1	19.4	19.3		7.9	164	2159	KKCW-F
3. KXL -F	(SAC)	178/ 7.9	6.6	6.2	4.9	7.0	6.4	199/1965	1705/12.7	11.4	12.5		3.7	77	972	KXL -F
4. KEX	(MOR)	176/ 7.8	8.2	5.5	7.5	4.7	7.3	186/2808	2620/19.5	17.5	13.4		6.7	138	2167	KEX
5. KUPL-F	(C)	169/ 7.5	6.9	6.2	6.5	6.5	6.8	187/2424	2126/15.8	14.3	12.9		8.6	178	1671	KUPL-F
6. KINK-F	(AOR)	151/ 6.7	5.5	4.0	6.8	6.4	5.8	169/2350	2116/15.8	12.1	15.5		5.8	119	1593	KINK-F
7. KGON-F	(AOR)	127/ 5.6	6.1	6.5	6.3	6.0	6.1	139/1833	1601/11.9	12.9	33.5		7.5	154	2015	KGON-F
8. KXL	(N/T)	124/ 5.5	6.3	6.0	6.3	6.5	6.0	135/2024	1831/13.6	13.8	13.1		5.3	110	1308	KXL
9. KUFO-F	(AOR)	102/ 4.5	2.3	2.2	1.7	2.7	2.7	115/1516	1393/10.4	6.3	7.1		3.0	61	651	KUFO-F
10. KXYQ-F	(CHR)	96/ 4.3	6.6	7.0	6.2	6.2	6.0	143/2719	1951/14.5	16.4	16.4		9.6	199	2693	KXYQ-F
11. KKSN-F	(O)	87/ 3.9	4.2	3.9	4.0	3.9	4.0	109/1830	1541/11.5	12.3	9.9		3.2	67	1174	KKSN-F
12. KWJJ-F	(C)	68/ 3.0	2.7	3.6	2.9	3.4	3.0	91/1426	1125/ 8.4	7.7	8.0		2.9	60	947	KWJJ-F
13. KKSN	(BB)	66/ 2.9	2.7	2.6	2.4	1.6	2.7	72/898	828/ 6.2	5.2	4.2		1.9	39	480	KKSN
14. KMJK-F	(AOR)	55/ 2.4	4.2	3.7	3.8	3.5	3.5	59/1160	1024/ 7.6	11.2	11.0		2.6	53	992	KMJK-F
15. KGW	(T)	48/ 2.1	1.6	1.7	2.0	2.7	1.9	48/1029	972/ 7.2	6.0	12.6		2.5	52	938	KGW
16. KPDQ-F	(REL)	42/ 1.9	1.4	1.5	1.8	2.1	1.6	43/719	667/ 5.0	3.7	5.8		1.5	30	761	KPDQ-F
17. KYTE	(CL)	35/ 1.6	1.0	1.4	1.0	1.1	1.3	43/609	571/ 4.3	2.7	3.5		0.7	14	224	KYTE
18. KWJJ	(C)	32/ 1.4	0.8	1.8	2.0	1.2	1.5	41/735	633/ 4.7	4.3	3.7		1.4	28	623	KWJJ
19. KUPL	(C)	27/ 1.2	1.6	1.1	0.8	1.0	1.2	27/486	460/ 3.4	4.3	3.0		0.9	19	452	KUPL
20.																

12+ FM SHARE (METRO): 72.83% (1477 of 2028) (WIN 89: 73.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KKRZ-F	1 KKCW-F	1 KKCW-F	1 KKCW-F<	1 KXL -F	1 KKRZ-F	1 KXL -F	1 KKRZ-F	1 KKRZ-F	1 KXL <
2 KXYQ-F>>	2 KGON-F<	2 KKRZ-F	2 KINK-F>	2 KINK-F>	2 KEX	2 KKCW-F	KKCW-F	2 KKCW-F	2 KEX >	2 KEX
3	3 KUFO-F	KINK-F	3 KGON-F<	3 KUPL-F	3 KUPL-F	KEX	3 KUPL-F	3 KXL -F	3 KGON-F<	3 KXL -F
4	4 KINK-F<	4 KGON-F	4 KUPL-F	4 KGON-F	4 KXL	4 KUPL-F<	4 KKRZ-F	4 KUPL-F<	4 KINK-F>	KKRZ-F
5	5 KKCW-F>	5 KUPL-F	5 KKRZ-F<	5 KEX	5 KKCW-F>	5 KXL	5 KINK-F	5 KGON-F	5 KXL	5 KKCW-F
6	6 KXYQ-F	KUFO-F	6 KKSN-F	6 KKRZ-F<	6 KINK-F<	6 KXL -F	6 KUFO-F	6 KEX <	6 KXYQ-F	6 KGON-F
7	7	7 KKSN-F	7 KEX <	7 KKSN-F	7 KKSN	KINK-F	KGON-F<	7 KINK-F	7 KXL -F	7
8	8	8	8 KUFO-F	8	8	8	8 KEX	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F>>	1 KKRZ-F	1 KINK-F	1 KKCW-F	1 KKCW-F	1 KKRZ-F	1 KGON-F	1 KGON-F<	1 KGON-F	1 KINK-F<
2 KUFO-F	2 KKCW-F	2 KKCW-F	2 KKRZ-F	2 KINK-F>	2 KGON-F>	2 KUFO-F	2 KUFO-F	2 KINK-F	2 KGON-F
3 KKCW-F	3 KINK-F>	3 KKRZ-F>	3 KINK-F	3 KUPL-F<	3 KUFO-F>	3 KKRZ-F	3 KINK-F>	3 KKCW-F<	3 KKCW-F
4 KXYQ-F>	4 KUFO-F	4 KGON-F	4 KUPL-F>	4 KKRZ-F	4 KXYQ-F	4 KINK-F	4 KKCW-F>	4 KUFO-F	4 KUPL-F<
5 KUPL-F>	5 KXYQ-F	5 KUFO-F	5 KXYQ-F	5 KEX	5 KMJK-F>>	5 KKCW-F	5 KKRZ-F	5 KKRZ-F	5 KUFO-F
6 KMJK-F	6 KUPL-F	6 KUPL-F	6 KEX	6 KXL -F	6	6 KXYQ-F	6 KXYQ-F	6 KUPL-F	6 KEX
7	7 KGON-F	7 KXYQ-F	7 KUFO-F<	7 KKSN-F	7	7 KMJK-F	7	7 KKSN-F	7 KKSN-F
8	8	8	8 KKSN-F	8	8	8	8	8	8

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUMF
KCCS	1220	Salem	0.4	0.8	8	118
KFXX	1520	Oregon City	0.4	2.1	9	293
KKEY	1150	Portland	0.4	1.6	9	209
KMJK	1550	Vancouver	0.1	0.6	2	80
KPDQ	800	Portland	0.3	2.0	6	273
KWBY	940	Woodburn	0.4	1.0	8	137
KRKT-F	99.9	Albany/Corvalis	0.2	1.0	27	466

RADIO STATIONS

AM STATIONS

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KEX ,  1190,  50 KW (DA-1)      , MOR                      ABC I, $  85.00 (Katz)          Great American
KGW ,   620,   5 KW (DA-N)      , TALK                     ABC D, $  70.00 (MMR)           King
KKEY,  1150,   5 KW (DAYS, DA) , TALK                       MBS, $          (---)
KKSN,   910,   5 KW (DA-2)      , NOSTALGIA                 US 2, $  30.00 (Eastman)       Heritage
KPDQ,   800,   1 KW (DAYS,DA)  , RELIGION                      , $  25.00 (---)

KFXX,  1520,  50 KW/10KW (DA-1), CHR/AOR          CNN, TRNSTR, $  30.00 (HNWH)           Ackerly
KUPL,  1330,   5 KW (DA-1)      BASICALLY SIMULCASTED WITH KUPL-F
KWJJ,  1080,  50 KW/10KW (DA-N), COUNTRY                   ABC E, $  34.00 (Republic)      Park
KXL ,   750,  50 KW/20KW (DA-1), NEWS/TALK                   NBC, $  73.00 (Mc-Guild)      Alexander
KYTE,   970,   5 KW (DA-N)      , EZ                           , $  35.00 (Christal)      Henry
KZRC,  1010,   5 KW/500W (DA-N), AOR                         SMN, $  26.00 (Banner)
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FM STATIONS

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KGON,  92.3, 100 KW @  920, AOR                                , $  92.00 (HNWH)          Ackerly
KINK, 101.9, 100 KW @ 1611, AOR                                , $ 120.00 (MMR)           King
KKCW, 103.3, 100 KW @ 1654, AC                                 , $  99.00 (Durpetti)      Trumper
KUFO, 101.1, 100 KW @ 1635, AOR                                , $  50.00 (Christal)      Henry
KKRZ, 100.3, 100 KW @ 1435, CHR                           ABC F, $  95.00 (Katz)          Great American
KKSN,  97.1, 100 KW @ 1266, OLDIES                         US 2, $  63.00 (Eastman)       Heritage

KMJK, 106.7,  94 KW @  877, CLASSIC AOR          NBC, SOURCE, $  56.00 (Christal)      Fairmont
KPDQ,  93.7, 100 KW @  930, RELIGION                           , $  24.00 (---)
KUPL,  98.5, 100 KW @ 1100, COUNTRY                         APR, $  70.00 (Banner)        Scripps-Howard
KWJJ,  99.5, 100 KW @  920, COUNTRY                       ABC E, $  47.00 (Republic)      Park
KXL ,  95.5, 100 KW @  990, SOFT AC                            , $  60.00 (Mc-Guild)      Alexander
KXYQ, 105.1, 100 KW @ 1099, CHR                           ABC C, $  61.00 (Banner)        First Cities  (SALEM)
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PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500	Stations: 42/24	1989 Revenue: $26,200,000
	Diaries: 1456/871:1/52.5%	HH Inc.: $28,456
MSA Rank/Pop: 58/904,800	Sample Target: 1390	Retail $: 6.9 Bil
ADI # 43	% Below Line: 17.1	Pop per Station: 52,854
Average Person Ratings: 18.9	% Not Listed: 10.6	#1 Biller: WPRO-F $5,400,000
Market TSL: 24.75 hours		

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	(CHR)	256/10.7	9.9	13.0	12.8	11.3	11.6	262/4011	3690/29.1	28.5	31.6	13.1	311	4416	WPRO-F
2. WHJY-F	(AOR)	192/ 8.0	7.2	9.2	9.8	8.1	8.6	229/2853	2360/18.6	20.1	19.4	10.1	238	3085	WHJY-F
3. WWLI-F	(SAC)	185/ 7.7	7.3	6.8	6.4	7.1	7.1	197/2171	1951/15.4	15.0	14.8	5.4	128	1511	WWLI-F
4. WPRO	(T)	129/ 5.4	6.8	5.0	5.0	6.3	5.6	132/1873	1818/14.3	15.7	15.6	4.1	96	1569	WPRO
5. WHJJ	(N/T)	119/ 5.0	6.0	4.0	5.3	7.6	5.1	119/1589	1589/12.5	12.8	14.2	4.5	107	1603	WHJJ
6. WWBB-F	(O)	114/ 4.8	7.9	10.6	9.6	9.5	8.2	116/2196	2002/15.8	16.0	18.6	7.7	181	1596	WWBB-F
7. WSNE-F	(AC)	105/ 4.4	6.2	5.1	4.3	6.1	5.0	121/1995	1771/14.0	14.4	15.5	4.7	111	1272	WSNE-F
8. WWRX-F	(CL AOR)	92/ 3.8	3.1	3.4	1.9	2.3	3.0	129/1901	1298/10.2	9.4	7.2	2.7	65	1021	WWRX-F
9. WCTK-F	(C)	90/ 3.8	3.1	2.3	2.1	2.4	2.8	108/1420	1147/ 9.0	7.5	5.2	2.7	64	580	WCTK-F
10. WPLM-F	(BB)	83/ 3.5	2.0	2.3	1.4	1.5	2.3	102/1322	918/ 7.2	3.4	3.4	2.7	63	557	WPLM-F
11. WWKX-F	(B)	74/ 3.1	3.3	3.0	4.4	2.2	3.5	74/1126	1126/ 8.9	8.0	5.5	5.5	130	1413	WWKX-F
12. WHIM	(C)	61/ 2.6	3.1	2.2	2.2	2.2	2.5	62/580	572/ 4.5	5.7	4.0	1.6	37	387	WHIM
13. WFHN-F	(CHR)	60/ 2.5	2.0	2.3	1.2	----	2.0	62/584	517/ 4.1	4.3	0.0	3.4	81	616	WFHN-F
14. WODS-F	(O)	44/ 1.8	2.2	2.4	3.9	2.6	2.6	86/1665	824/ 6.5	8.5	8.3	1.8	543	770	WODS-F
WALE	(T)	44/ 1.8	0.4	0.6	0.8	0.4	0.9	44/403	403/ 3.2	1.6	1.5	1.4	32	267	WALE

12+ FM SHARE (METRO): 72.31% (1546 of 2138) (WIN 89: 73.00%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F	1 WWRX-F>>	1 WPRO-F	1 WPRO-F	1 WWLI-F	1 WPRO-F	1 WWLI-F	1 WPRO-F>	1 WPRO-F>	1 WBZ >>
2 WHJY-F>	2 WPRO-F>	2 WPRO-F	2 WHJY-F	2 WWLI-F	2 WPRO	2 WPRO	2 WPRO-F	2 WHJY-F	2 WHJY-F>	2 WPRO-F>>
3 WWKX-F	3 WWRX-F>	3 WHJY-F>	3 WWLI-F	3 WHJY-F	3 WHJJ	3 WHJY-F	3 WHJY-F	3 WWLI-F	3 WWKX-F	3 WHJJ
4 WFHN-F	4 WWLI-F	4 WWLI-F	4 WWBB-F	4 WWBB-F	4 WPLM-F	4 WWLI-F	4 WWBB-F	4 WHJJ >	4 WWRX-F<	4 WCTK-F
5	5 WWKX-F<	5 WSNE-F<	5 WSNE-F	5 WSNE-F	5 WPRO-F<	5 WSNE-F<	5 WPRO	5 WPRO	5 WHJJ	5 WPRO
6	6 WSNE-F	6 WWBB-F	6 WWRX-F	6 WWRX-F	6 WWBB-F	6 WHJJ	6 WSNE-F	6	6 WWBB-F<	6 WWRX-F
7	7	7	7	7	7	7	WHJJ	7	7 WWLI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRO-F	1 WPRO-F>	1 WPRO-F>>	1 WPRO-F>	1 WPRO-F	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>	1 WHJY-F>
2 WHJY-F>	2 WHJY-F	2 WHJY-F	2 WWLI-F	2 WWLI-F>	2 WPRO-F>	2 WWRX-F	2 WWRX-F>	2 WWRX-F	2 WWRX-F
3 WWLI-F	3 WWLI-F	3 WWLI-F	3 WSNE-F	3 WSNE-F	3 WWKX-F	3 WPRO-F>	3 WWBB-F	3 WPRO-F>	3 WWBB-F
WSNE-F	4 WSNE-F>	4 WSNE-F>	4 WHJY-F	4 WWBB-F>	4 WWRX-F>	4 WWKX-F	4 WPRO-F	4 WWBB-F	4 WPRO-F>
5 WWKX-F>	5 WWKX-F<	5 WWRX-F	5 WWBB-F	5 WHJY-F	5 WWLI-F	5 WWBB-F	5 WZLX-F>	5 WWLI-F	5 WWLI-F
6 WFHN-F	6 WWRX-F	6 WFHN-F	6 WHTB	6 WCTK-F	6 WAAF-F	6	6 WBRU-F	6	6 WCTK-F
WBRU-F	WFHN-F	7 WWBB-F	7	7	7 WHIM	7	7 WWKX-F	7	7 WSNE-F

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WADK	1540	Newport	0.3/0.9/ 8/ 108
WBRU-F	95.5	Providence	1.5/8.0/ 51/1344
WBSM	1420	New Bedford	1.1/1.8/ 35/ 407
WHTB	1400	Fall River	0.7/1.4/ 19/ 173
WICE	550	Pawtucket/Prov	0.8/2.2/ 20/ 277
WNBH	1340	New Bedford	0.4/1.7/ 11/ 250
WNRI	1380	Woonsocket	1.3/2.0/ 32/ 257
WOTB-F	100.3	Middletown/Prov	0.4/2.0/ 9/ 252
WPEP	1570	Taunton	0.7/1.2/ 16/ 156
WWAZ	790	Providence	0.9/3.6/ 30/ 528
WWON	1240	Woonsocket	0.4/1.9/ 9/ 235
WAAF-F	107.3	Worcester/Bstn	1.1/3.4/ 40/ 822
WBCN-F	104.1	Boston	0.8/3.6/ 80/1199
WBZ	1030	Boston	1.5/4.2/113/1218
WCRB-F	102.5	Waltham/Boston	0.7/2.4/ 28/ 552
WEEI	590	Boston	0.5/2.2/ 41/ 811
WHDH	850	Boston	0.7/1.6/ 32/ 540
WJIB-F	96.9	Boston	1.7/4.6/ 75/1142
WMJX-F	106.7	Boston	0.3/1.9/ 50/ 846
WQRC-F	99.9	Barnstable/Hyns	0.5/1.1/ 52/ 562
WRKO	680	Boston	0.5/1.3/ 97/ 895
WROR-F	98.5	Boston	0.3/1.8/ 17/ 613
WVBF-F	105.7	Framington	0.3/1.4/383/ 592
WVVE-F	102.3	Stoningtn/Bstn.	0.3/1.0/ 23/ 463
WXKS-F	107.9	Medford/Boston	0.6/3.2/ 48/1013
WZLX-F	100.7	Boston	1.2/2.0/ 46/ 728
WZOU-F	94.5	Boston	1.0/4.5/ 61/1460

RADIO STATIONS

WHIM,	1110,	5 KW (DAYS)	, COUNTRY	CBS, $ 24.00 (Durpetti)	
WHJJ,	920,	5 KW (DA-N)	, NEWS/TALK	NBC, $ 51.00 (Katz)	Merv Griffin
WPRO,	630,	5 KW (DA-N)	, TALK	ABC I, $ 75.00 (Banner)	Cap Cities/ABC
WBRU-F,	95.5,	20 KW @ 440,	AOR	APR, $ 42.00 (MMR)	
WHJY-F,	94.1,	50 KW @ 415,	AOR	, $ 95.00 (Katz)	Merv Griffin
WWBB-F,	101.5,	50 KW @ 500,	OLDIES	, $ 74.00 (Christal)	Wilkes-Schwartz
WCTK-F,	98.1,	47 KW @ 470,	COUNTRY	, $ 26.00 (Torbet)	Hall (NEW BEDFORD)
WPRO-F,	92.3,	39 KW @ 550,	CHR	ABC C, $107.00 (Banner)	Cap Cities/ABC
WSNE-F,	93.3,	30 KW @ 590,	AC	, $ 65.00 (Eastman)	Beck-Ross
WWKX-F,	106.3,	3 KW @ 196,	BLACK	, $ 35.00 (Republic)	
WWLI-F,	105.1,	50 KW @ 500,	SOFT AC	, $ 72.00 (Mc-Guild)	
WWRX-F,	103.7,	50 KW @ 500,	CLASSIC AOR	ABC R, $ 37.00 (Durpetti)	

WODS - See Boston; WBSM - See New Bedford MISCELLANEOUS COMMENTS: WLKW-F changes calls to WWBB-F in December

RALEIGH

Arbitron Rank/Pop (12+): 60/592,600

MSA Rank/Pop: 70/679,000
ADI # 34
Average Person Ratings: 16.7
Market TSL: 21.75 hours

Stations: 24/22
Diaries: 1004/590:1/53.1%
Sample Target: 950
% Below Line: 2.1
% Not Listed: 19.5

1989 Revenue: $25,400,000
HH Inc.: $29,797
Retail $: 5.2 Bil
Pop per Station: 26,936
#1 Biller: WRDU-F $4,600,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WRDU-F	(AOR)	91/ 9.2	8.2	8.7	10.1	7.4	9.1	178/2393	1203/20.3	19.8	15.9		10.9	114	1389	WRDU-F
2. WQDR-F	(C)	83/ 8.4	6.9	6.2	6.4	9.3	7.0	173/2147	1042/17.6	12.7	17.8		7.6	80	734	WQDR-F
3. WQOK-F	(B)	76/ 7.7	7.6	7.5	7.2	7.2	7.5	173/1754	839/14.2	14.8	13.3		11.7	123	990	WQOK-F
4. WPTF	(N/T)	75/ 7.6	7.1	8.9	7.8	8.1	7.8	98/1436	1026/17.3	17.0	17.4		4.2	44	861	WPTF
5. WRAL-F	(AC)	71/ 7.2	7.2	6.0	8.1	7.3	7.1	175/2504	1070/18.1	17.9	20.3		6.2	65	1057	WRAL-F
6. WDCG-F	(CHR)	65/ 6.6	7.2	7.1	8.1	9.0	7.3	142/2683	1227/20.7	21.3	22.9		9.4	98	1505	WDCG-F
7. WFXC-F	(B)	58/ 5.9	6.6	5.6	5.8	9.2	6.0	61/878	816/13.8	13.8	15.3		8.0	84	1117	WFXC-F
8. WTRG-F	(O)	51/ 5.2	5.6	5.6	5.5	2.6	5.5	174/2271	715/12.1	13.6	10.7		5.2	54	621	WTRG-F
9. WZZU-F	(CHR)	33/ 3.3	4.3	6.5	3.0	2.7	4.3	91/1593	708/11.9	12.1	11.1		5.5	58	998	WZZU-F
WYLT-F	(SAC)	33/ 3.3	5.1	2.4	3.6	4.7	3.6	72/1306	674/11.4	13.6	12.3		3.5	37	489	WYLT-F
11. WLLE	(B)	29/ 2.9	2.6	4.3	1.7	2.5	2.9	41/504	417/ 7.0	5.5	4.2		3.1	32	290	WLLE
12. WDNC	(BB)	27/ 2.7	3.0	1.4	1.8	2.9	2.2	27/451	429/ 7.2	8.2	6.7		0.6	6	246	WDNC
13. WDUR	(B)	21/ 2.1	1.6	3.0	3.4	1.8	2.5	21/252	221/ 3.7	4.4	4.9		2.0	21	239	WDUR
14. WNND-F	(J/NAC)	20/ 2.0	3.4	2.2	1.8	1.4	2.3	22/401	370/ 6.2	6.8	3.6		2.2	23	466	WNND-F

12+ FM SHARE (METRO): 76.23% (606 of 795) (WIN 89: 78.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F	1 WRDU-F>	1 WRDU-F>	1 WRDU-F	1 WRDU-F	1 WPTF >	1 WPTF	1 WQDR-F	1 WRDU-F	1 WQOK-F	1 WRDU-F
2 WFXC-F>	2 WQOK-F	2 WQOK-F	2 WRAL-F	2 WQDR-F	2 WQDR-F	2 WRDU-F	2 WRDU-F<	2 WQDR-F	2 WDCG-F<	2 WDNC
3 WQOK-F	3 WQDR-F<	3 WRAL-F	3 WQOK-F<	3 WRAL-F	3 WRAL-F>	3 WQDR-F	3 WRAL-F	3 WQOK-F	3 WRDU-F	3 WQOK-F
4	4 WDCG-F	4 WQDR-F	4 WQDR-F	4 WQOK-F	4 WDNC	4 WRAL-F	4 WPTF >	4 WRAL-F<	4 WFXC-F>	WPTF
5	5 WRAL-F	5 WTRG-F	5 WTRG-F>	5 WTRG-F>	5 WTRG-F	5 WQOK-F	5 WTRG-F	5 WDCG-F	5 WPTF	5 WFXC-F
6	6 WFXC-F	WDCG-F	6 WFXC-F	6	6	6	WQOK-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WRDU-F	1 WRDU-F	1 WRAL-F	1 WRAL-F	1 WRAL-F>
WQOK-F	WRAL-F	2 WRDU-F	2 WQOK-F<	2 WQOK-F
3 WRAL-F	3 WQOK-F	3 WQOK-F	3 WRDU-F	3 WRDU-F
4 WFXC-F	4 WQDR-F	4 WDCG-F	4 WFXC-F<	4 WDCG-F
5 WZZU-F	5 WFXC-F	5 WQDR-F	5 WDCG-F	5 WFXC-F
WQDR-F	WDCG-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>	1 WRDU-F
2 WDCG-F>	2 WQOK-F<	2 WQDR-F>	2 WQDR-F	2 WQDR-F>
3 WQOK-F	3 WQDR-F	3 WTRG-F	3 WQOK-F	3 WTRG-F
4 WZZU-F>	WDCG-F>	WQOK-F>	4 WTRG-F	4 WQOK-F>
5 WQDR-F>	5 WTRG-F	5 WFXC-F>	5 WDCG-F	5 WRAL-F
6	6 WZZU-F	6	6	6

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WCHL	1360	Chapel Hill	0.4/2.3/ 4/ 151
WCLY	1550	Raleigh	1.3/2.9/ 13/ 172
WKIX	850	Raleigh	0.5/4.1/ 13/ 294
WKTC-F	96.9	Tarboro/Rcky Mt	0.4/2.2/ 71/ 865
WPJL	1240	Raleigh	0.3/1.8/ 3/ 104
WRTP	1530	Chapel Hill	0.4/1.0/ 4/ 58
WSRC	1410	Durham	0.4/1.6/ 4/ 95
WYRN	1480	Louisburg	0.4/1.1/ 4/ 68
WKRR-F	92.3	Asheboro/Greens	1.0/4.5/ 31/ 697
WPCM-F	101.1	Burlington	1.1/4.1/ 70/1126

RADIO STATIONS

WDNC,	620,	5 KW/1 KW (DA-2)	, NOSTALGIA	CBS,	$ 25.00	(Republic)	
WDUR,	1490,	1 KW	, GOSPEL	NBN,	$ 17.00	(Eastman)	Pinnacle
WKIX,	850,	10 KW/5 KW (DA-N)	, OLDIES	MBS,	$ 20.00	(Christal)	Universal
WLLE,	570,	500 W/55 W	, BLACK	SBN,	$ 18.00	(---)	
WPTF,	680,	50 KW (DA-N)	, MOR/TALK	ABC I, CNN,	$ 73.00	(Mc-Guild)	Durham Life
WSRC,	1410,	5 KW (DA-2)	, BLACK	SBN,	$ 15.00	(Savalli)	Willis
WDCG-F,	95.1,	99 KW @ 1016,	CHR	ABC F,	$ 65.00	(Republic)	
WFXC-F,	107.1,	3 KW @ 300,	BLACK	,	$ 41.00	(Eastman)	Pinnacle
WNND-F,	103.9,	3 KW @ 300,	JAZZ/NAC	,	$ 23.00	(---)	(FUQUAY)
WQDR-F,	94.7,	99 KW @ 1025,	COUNTRY	ABC E,	$ 62.00	(Mc-Guild)	Durham Life
WQOK-F,	97.5,	100 KW @ 1020,	BLACK	ABC C,	$ 40.00	(HNWH)	Ragan Henry (S.BOSTON, VA)
WRAL-F,	101.5,	97 KW @ 1900,	AC	,	$ 103.00	(Katz)	Capitol-Goodman
WRDU-F,	106.1,	100 KW @ 1350,	AOR	SOURCE,	$ 88.00	(MMR)	Voyager
WTRG-F,	100.7,	100 KW @ 1950,	OLDIES	,	$ 56.00	(Banner)	Capitol-Johnson (ROCKY MOUNT)
WYLT-F,	96.1,	98 KW @ 930,	SOFT AC	,	$ 50.00	(Christal)	Universal
WZZU-F,	93.9,	100 KW @ 1280,	CHR	,	$ 47.00	(Torbet)	Village (BURLINGTON)

RICHMOND

Arbitron Rank/Pop (12+): 55/712,500
MSA Rank/Pop: 62/830, 900
ADI # 58
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 22/21
Diaries: 1181/603:1/57.9%
Sample Target: 1050
% Below Line: 1.5
% Not Listed: 12.5

1989 Revenue: $28,800,000
HH Inc.: $31,707
Retail $: 7.1 Bil
Pop per Station: 33,928
#1 Biller: WRVA $6,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WCDX-F	(B)	149/11.4	9.6	10.2	11.1	7.9	10.6	156/1174	1117/15.7	14.2	14.6	12.9	171	1654	WCDX-F
2. WRVQ-F	(CHR)	139/10.6	12.5	12.2	9.4	11.7	11.2	169/2436	2016/28.3	27.4	25.5	11.5	152	2382	WRVQ-F
3. WKHK-F	(C)	127/ 9.7	7.8	7.5	9.3	5.3	8.6	134/1387	1243/17.4	14.4	12.3	7.9	104	1073	WKHK-F
4. WRVA	(MOR)	126/ 9.6	11.7	11.4	14.7	15.9	11.9	132/1833	1715/24.1	25.1	29.1	9.7	128	1712	WRVA
5. WRXL-F	(AOR)	121/ 9.3	12.1	9.7	9.9	11.6	10.3	140/1605	1379/19.4	22.7	22.2	15.3	202	2147	WRXL-F
6. WTVR-F	(EZ)	105/ 8.0	7.1	6.6	5.4	8.1	6.8	132/1293	1103/15.5	13.6	14.7	4.3	57	758	WTVR-F
7. WPLZ-F	(B)	97/ 7.4	7.7	7.2	7.8	7.8	7.5	105/1203	1063/14.9	12.9	15.6	10.2	135	1774	WPLZ-F
8. WMXB-F	(AC)	70/ 5.4	4.7	8.0	8.3	6.7	6.6	84/1369	1163/16.3	14.4	18.0	4.8	64	1001	WMXB-F
9. WVGO-F	(O)	45/ 3.4	4.0	3.0	3.6	1.2	3.5	64/1089	904/12.7	12.6	6.7	4.4	58	990	WVGO-F
10. WFTH	(R/G)	34/ 2.6	0.8	2.4	1.4	1.1	1.8	34/238	238/ 3.3	2.5	1.6	1.2	16	165	WFTH
11. WQSF-F	(SAC)	21/ 1.6	1.9	1.0	1.3	2.6	1.5	32/540	404/ 5.7	7.2	6.2				WQSF-F

12+ FM SHARE (METRO): 78.65% (899 of 1143) (WIN 89: 71.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WCDX-F	1 WCDX-F	1 WRXL-F	1 WRXL-F	1 WRVA	1 WRVA	1 WKHK-F<	1 WCDX-F<	1 WCDX-F>	1 WRVA
2 WCDX-F>	2 WRXL-F>	2 WRXL-F	2 WCDX-F	2 WCDX-F<	2 WTVR-F	2 WKHK-F	2 WTVR-F<	2 WRVQ-F<	2 WRVQ-F	2 WCDX-F
3 WPLZ-F	3 WRVQ-F>	3 WRVQ-F<	3 WKHK-F	3 WKHK-F	3 WKHK-F	3 WRVQ-F	3 WRXL-F	3 WRXL-F	3 WRVA >	3 WPLZ-F
4	4 WKHK-F>	4 WKHK-F	4 WPLZ-F<	4 WRVQ-F<	4	4 WRXL-F	4 WRVQ-F	4 WKHK-F	4 WPLZ-F	WKHK-F
5	5 WMXB-F	5 WPLZ-F	5 WRVQ-F	5 WRVA <	5	5 WCDX-F	5 WCDX-F	5 WTVR-F	5 WRXL-F	5 WRVQ-F
6	6	6 WMXB-F	6 WMXB-F	6 WPLZ-F	6	6 WTVR-F	6 WMXB-F	6 WRVA	6	6
7	7	7	7 WRVA	7 WMXB-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCDX-F	1 WCDX-F	1 WCDX-F>	1 WCDX-F	1 WCDX-F	1 WCDX-F	1 WRXL-F>	1 WRXL-F>>	1 WRXL-F>	1 WRXL-F
2 WRVQ-F>	2 WRVQ-F>	2 WRXL-F<	2 WRVQ-F>	2 WRVQ-F	2 WRXL-F	2 WCDX-F>	2 WKHK-F	2 WCDX-F	2 WKHK-F>
3 WPLZ-F>	3 WRXL-F	3 WRVQ-F>	3 WPLZ-F	3 WMXB-F	3 WRVQ-F>	3 WKHK-F	3 WCDX-F	3 WKHK-F>	3 WCDX-F
4 WKHK-F	4 WPLZ-F	4 WPLZ-F	4 WMXB-F	4 WKHK-F<	4 WKHK-F>	4 WRVQ-F	4 WPLZ-F>	4 WRVQ-F	4 WRVA
5 WRXL-F	5 WMXB-F	WMXB-F>	5 WRXL-F	5 WPLZ-F<	5 WPLZ-F>>	5 WPLZ-F	5 WRVQ-F	WPLZ-F	5 WPLZ-F
WMXB-F>>	6 WKHK-F	6 WKHK-F>	6 WKHK-F	6 WRXL-F	6 WTVR-F>	6	6 WRVA	6	6
7	7	7 WVGO-F>	7	7 WRVA	7 WAFX-F	7	WMXB-F>	7	7

OTHER RATED STATIONS			METRO SHARE/RTG/ CUME TSA TSA AQH/CUME
WANT	990	Richmond	1.1/4.2/ 16/ 313
WCLM	1450	Highland/Rchmd.	0.4/1.1/ 5/ 78
WDYL-F	92.1	Chester/Richmnd	0.5/2.7/ 7/ 205
WGCV	1240	Petersburg	0.9/2.3/ 12/ 163
WGGM	820	Chester/Richmd.	0.3/0.8/ 5/ 63
WHAP	1340	Hopewell	0.5/1.7/ 6/ 121
WLEE	1320	Richmond	0.5/1.3/ 7/ 95
WRNL	910	Richmond	1.0/4.5/ 16/ 335
WTVR	1380	Richmond	0.9/3.5/ 12/ 257
WXGI	950	Richmond	0.8/1.9/ 10/ 143
WAFX-F	106.9	Suffolk/Norfolk	1.5/3.3/ 33/ 384

RADIO STATIONS

WANT,	990,	1 KW/16 W	, BLACK	NBN,	$ 15.00	(---)	
WFTH,	1590,	5 KW (DAYS)	, RELIGION	,	$ 15.00	(---)	
WRNL,	910,	5 KW (DA-N)	, OLDIES	MBS,	$ 29.00	(Katz)	Capitol-Goodman
WRVA,	1140,	50 KW (DA-1)	, MOR	NBC, CBS,	$ 97.00	(Christal)	Edens
WTVR,	1380,	5 KW (DA-2)	, NOSTALGIA	ABC E,	$ 20.00	(Republic)	Park
WCDX-F,	92.7,	2.8 KW @ 340,	BLACK	,	$ 40.00	(Eastman)	Sinclair
WDYL-F,	92.1,	3 KW @ 300,	RELIGION	,	$ 15.00	(---)	(CHESTER)
WKHK-F,	95.3,	1.6 KW @ 550,	COUNTRY	,	$ 35.00	(Banner)	ABS (COLONIAL HEIGHTS)
WMXB-F,	103.7,	20 KW @ 720,	AC	APR,	$ 72.00	(Durpetti)	Radio Ventures
WPLZ-F,	99.3,	3 KW @ 328,	BLACK	US 1,	$ 60.00	(Mc-Guild)	(PETERSBURG)
WQSF-F,	96.5,	50 KW @ 500,	SOFT AC	,	$ 34.00	(HNWH)	Keymarket (WILLIAMSBURG)
WRVQ-F,	94.5,	200 KW @ 355,	CHR	ABC C,	$ 101.00	(Christal)	Edens
WRXL-F,	102.1,	140 KW @ 320,	AOR	,	$ 93.00	(Katz)	Capitol-Goodman
WTVR-F,	98.1,	50 KW @ 840,	BTFL/EZ	ABC E,	$ 44.00	(Republic)	Park
WVGO-F,	106.5,	8 KW @ 240,	CHR/AOR	SOURCE,	$ 37.00	(Banner)	First Cities

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100
MSA Rank/Pop: 18/2,142,700
ADI # Los Angeles
Average Person Ratings: 17.8
Market TSL: 23.75 hours

Stations: 44/16
Diaries: 1409/801:1/4880%
Sample Target: 1290
% Below Line: 49.1
% Not Listed: 11.6

1989 Revenue: $17,900,000
HH Inc.: $29,022
Retail $: 14.0 Bil
Pop per Station: 70,568
#1 Biller: KGGI-F $3,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KDUO-F	(EZ)	188/ 9.3	7.0	7.5	8.2	10.0	8.0	228/1976	1628/14.4	11.1	15.2		4.4	89	906	KDUO-F
2. KGGI-F	(CHR)	174/ 8.6	10.1	8.5	7.0	8.9	8.6	234/3349	2475/21.9	22.1	19.1		16.3	329	3127	KGGI-F
3. KQLZ-F	(CHR)	126/ 6.3	4.6	6.1	6.7	1.1	5.9	181/2106	1369/12.1	10.5	4.1		5.1	103	1170	KQLZ-F
4. KLOS-F	(AOR)	113/ 5.6	6.0	4.6	4.3	5.4	5.1	179/2165	1363/12.1	11.7	12.8		8.4	170	1690	KLOS-F
5. KIIS-AF	(CHR)	91/ 4.5	5.4	6.4	6.6	8.8	5.7	157/2730	1566/13.9	22.0	28.6		5.1	102	1475	KIIS-AF
6. KOST-F	(AC)	86/ 4.3	4.2	4.5	4.6	4.4	4.4	145/1830	1023/ 9.1	10.8	12.2		4.2	85	1145	KOST-F
7. KCAL-F	(AOR)	66/ 3.3	2.3	3.9	3.5	2.9	3.3	85/1502	1062/ 9.4	8.2	7.9		5.0	101	1173	KCAL-F
8. KFI	(N/T)	63/ 3.1	3.4	3.4	3.9	4.3	3.5	99/1627	1136/10.1	9.7	10.2		3.8	77	1150	KFI
9. KRTH-F	(O)	62/ 3.1	3.7	3.9	4.8	5.8	3.9	93/1649	1110/ 9.6	10.7	13.6		4.4	88	908	KRTH-F
10. KFRG-F	(C)	59/ 2.9	2.6	2.0	2.3	1.6	2.5	71/1167	824/ 7.3	5.3	4.5		2.3	47	487	KFRG-F
11. KNX	(N)	58/ 2.9	2.4	2.6	3.4	1.8	2.8	93/1866	1240/11.0	9.7	7.9		2.1	43	816	KNX
12. KODJ-F	(O)	51/ 2.5	3.4	3.3	2.8	1.0	3.0	90/1238	784/ 6.9	7.4	4.7		2.0	41	580	KODJ-F
KCKC	(C)	51/ 2.5	3.4	3.7	2.8	2.4	3.1	51/522	483/ 4.3	4.5	4.8		2.2	44	503	KCKC
14. KTWV-F	(J/NA)	48/ 2.4	1.8	1.8	1.4	1.6	1.9	61/953	694/ 6.1	5.4	6.1		1.7	35	486	KTWV-F
15.																

12+ FM SHARE (METRO): 77.70% (1383 of 1780) (WIN 89: 76.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F<	1 KGGI-F	1 KLOS-F>	1 KLOS-F>	1 KDUO-F>>	1 KLOS-F	1 KDUO-F>	1 KGGI-F	1 KGGI-F>	1 KCAL-F
2 KQLZ-F>	2 KQLZ-F<	2 KLOS-F	2 KGGI-F>	2 KGGI-F	2 KNX	2 KDUO-F	2 KGGI-F	2 KDUO-F<	2 KQLZ-F	2 KNX
3 KIIS-AF	3 KLOS-F>	3 KQLZ-F	3 KRTH-F	3 KOST-F<	3 KFI	3 KGGI-F>	3 KLOS-F	3 KQLZ-F>	3 KDUO-F	3 KDUO-F
4	4 KCAL-F	4 KOST-F	KOST-F<	4 KRTH-F	4 KFGR-F<	4 KIIS-AF	4 KOST-F	4 KLOS-F	4 KIIS-AF	4 KGGI-F
5	5 KOST-F<	5 KIIS-AF<	5 KCAL-F<	5 KDUO-F	5 KCKC	5 KQLZ-F	5 KQLZ-F	5 KIIS-AF	5 KOST-F	5
6	6 KIIS-AF	6 KCAL-F	6 KIIS-AF	6 KIIS-AF	6	6	6	6	6	6
7	7	7	7	KCAL-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KGGI-F	1 KGGI-F>	1 KLOS-F	1 KGGI-F>	1 KGGI-F	1 KQLZ-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F>>
2 KQLZ-F	2 KQLZ-F	2 KGGI-F	2 KOST-F	2 KOST-F	2 KGGI-F>	2 KQLZ-F	2 KCAL-F>	2 KQLZ-F	2 KCAL-F
3 KOST-F>>	KOST-F	3 KOST-F>	3 KQLZ-F	3 KDUO-F>	3 KIIS-AF	3 KCAL-F	3 KQLZ-F	3 KGGI-F<	3 KRTH-F
4 KIIS-AF>	4 KLOS-F	4 KIIS-AF	4 KIIS-AF	4 KLOS-F<	4 KLOS-F	4 KGGI-F	4 KGGI-F	4 KCAL-F>	4 KGGI-F
5 KCAL-F	5 KIIS-AF	5 KQLZ-F	5 KLOS-F<	5 KIIS-AF	KCAL-F	5 KIIS-AF	5 KIIS-AF	5 KIIS-AF<	5 KODJ-F
6 KTWV-F	6	6 KCAL-F	6 KDUO-F	6	6 KCAL >	6	6 KRTH-F	6 KRTH-F	6
KBIG-F	7	7 KTWV-F	7	7	7 KNAC-F	7	7 KOST-F	7	7

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
KBON-F	103.9	Lake Arrowhead	1.9/4.0/ 46/ 566
KCAL	1410	Redlands	1.6/3.4/ 33/ 383
KDIF	1440	Riverside/SB	1.3/2.9/ 27/ 332
KHSJ	1320	Hemet	0.7/2.0/ 14/ 227
KHYE-F	105.7	Hemet	0.7/1.5/ 15/ 186
KLFE	1240	San Bernardino	0.4/1.3/ 8/ 163
KMEN	1290	San Bernardino	0.9/2.0/ 22/ 275
KNTF-F	93.5	Ontario	1.1/2.9/ 37/ 627
KOLA-F	99.9	San Bernardino	1.0/4.1/ 31/ 604
KRSO	590	San Bernardino	1.3/3.8/ 32/ 556
KWDJ-F	92.7	Riverside	1.5/3.7/ 38/ 477

SEE LOS ANGELES FOR MORE INFORMATION ABOUT THE FOLLOWING:

KABC	790	Los Angeles	0.9/3.4/ 53/ 621
KBIG-F	104.3	Los Angeles	1.7/4.7/ 74/ 927
KBRT	740	Avalon	0.3/0.8/ 8/ 120
KFWB	980	Los Angeles	0.8/4.5/ 30/ 913
KIIS	1150	Los Angeles	0.2/0.0/ 0/ 0
KKBT-F	92.3	Los Angeles	0.5/2.3/ 19/ 429
KKGO-F	105.1	Los Angeles	0.5/2.1/ 16/ 320
KLAC	570	Los Angeles	1.2/3.2/ 38/ 464
KLIT-F	101.9	Glendale	0.6/2.1/ 29/ 444
KLSX-F	97.1	Los Angeles	1.0/2.8/ 31/ 446
KLVE-F	107.5	Los Angeles	0.9/3.0/ 35/ 490
KMPC	710	Los Angeles	0.9/2.9/ 30/ 488
KNAC-F	105.5	Long Bch/LA	0.3/0.9/ 8/ 208
KPWR-F	105.9	Los Angeles	1.3/4.1/ 43/ 917
KROQ-F	106.7	Pasadena	1.1/3.8/ 29/ 554
KTNQ	1020	Los Angeles	0.5/1.4/ 11/ 197
KWXY-F	98.5	Cathedral city	0.3/0.9/ 15/ 140
KXEZ-F	98.7	Los Angeles	0.3/1.8/ 9/ 308
KZLA-F	93.9	Los Angeles	1.0/3.6/ 28/ 583

RADIO STATIONS

KCAL,	1410,	5 KW/4 KW (DA-[illegible]),	HISPANIC	,	$ 23.00	(Lotus)	
KCKC,	1350,	5 KW/500 W(DA-2),	COUNTRY	ABC I,	$ 33.00	(HNWH)	
KDIF,	1440,	1 KW (DA-1) ,	HISPANIC	UPI,	$ 19.00	(Katz Hisp.)	
KMEN,	1290,	5 KW (DA-2) ,	BLACK	,	$ 15.00	(Mc-Guid)	American
KRSO,	590,	1 KW (DA-2) ,	NEWS/TALK	ABC E,TALKNT,	$ 27.00	(Katz)	Henry
KBON-F,	103.9,	.4 KW @ 2500,	OLDIES	,	$ 26.00	(HNWH)	
KCAL-F,	96.7,	3 KW @ 300,	AOR	,	$ 45.00	(Torbet)	Anahieim
KDUO-F,	97.5,	72 KW @ 360,	BTFL/EZ	ABC D,	$ 65.00	(Katz)	Henry
KGGI-F,	99.1,	3 KW @ 1530,	CHR	,	$ 87.00	(Mc-Guild)	American
KHYE-F,	105.5,	3 KW @ -245,	COUNTRY	ABC E,	$ 15.00	(---)	
KNTF-F,	93.5,	3 KW @ -165,	COUNTRY	,	$ 37.00	(---)	
KOLA-F,	99.9,	31 KW @ 1630,	OLDIES	ABC R,	$ 42.00	(Banner)	Keymarket
KFGR-F,	95.1,	50 KW @ 330,	COUNTRY	MBS,	$ 40.00	(MMR)	
KWDJ-F,	92.7,	3 KW @ 300,	COUNTRY	MBS,	$ 28.00	(Banner)	

MISCELLANEOUS COMMENTS: KJOI-F changes calls to KXEZ-F as of February 1990

FORMAT CODES

CHR - Contemporart Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to near 1988)
B - Black (audience predominantly Black - over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - EZ listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
SAC - Soft Adult Contemporary

T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band, Nostalgia
M - Middle of Road (MOR), Full Service, Variety
J/NA - Jazz and New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
? - Others or Unknown

ROCHESTER

Arbitron Rank/Pop (12+): 45/829,400

MSA Rank/Pop: 47/983,200
ADI # 72
Average Person Ratings: 16.3
Market TSL: 21.30 hours

Stations: 17/13
Diaries: 1463/567:1/60.6%
Sample Target: 1140
% Below Line: 2.2
% Not Listed: 13.3

1989 Revenue: $25,100,000
HH Inc.: $32,234
Retail $: 7.2 Bil
Pop per Station: 63,800
#1 Biller: WCMF-F5 $5,400,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WCMF-F	(AOR)	225/16.7	15.7	15.6	17.4	15.3	16.4	253/2668	2327/28.1	27.2	27.4	18.6	284	2792	WCMF-F
2. WBEE-F	(C)	152/11.3	10.2	9.0	8.9	8.5	9.9	180/1808	1493/18.0	18.2	14.2	8.6	132	1069	WBEE-F
3. WPXY-F	(CHR)	125/ 9.3	10.7	10.7	11.3	10.8	10.5	142/2324	2078/25.1	27.7	29.5	11.5	175	2402	WPXY-F
WHAM	(MOR)	125/ 9.3	7.6	7.4	8.7	9.5	8.3	142/2146	1912/23.1	20.2	22.1	8.8	134	1649	WHAM
5. WVOR-F	(AC)	121/ 9.0	8.1	10.1	11.0	9.0	9.6	135/1860	1696/20.4	21.5	24.1	6.7	102	1440	WVOR-F
6. WRMM-F	(SAC)	90/ 6.7	6.9	5.9	5.5	6.1	6.3	91/1615	1500/18.1	18.6	21.0	4.3	65	1046	WRMM-F
7. WKLX-F	(O)	86/ 6.4	7.6	7.0	5.8	6.0	6.7	101/1685	1507/18.2	17.8	19.4	6.2	94	1051	WKLX-F
8. WZSH-F	(EZ)	70/ 5.2	6.6	6.7	4.7	7.4	5.8	88/1198	950/11.5	13.4	11.7	3.8	58	556	WZSH-F
9. WDKX-F	(B)	66/ 4.9	4.2	5.6	6.2	5.2	5.2	66/695	695/ 8.4	7.9	9.7	13.0	198	1193	WDKX-F
10. WRMM	(SAC)	29/ 2.2	3.6	2.7	2.9	3.0	2.8	29/483	461/ 5.6	7.5	7.1	4.3	65	1046	WRMM
11. WBBF	(C)	18/ 1.3	0.8	0.9	0.6	0.8	0.9	19/366	349/ 4.2	3.7	2.7	0.7	11	325	WBBF

12+ FM SHARE (METRO): 82.55% (965 of 1169) (WIN 89: 82.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F>	1 WHAM <	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WCMF-F>	1 WHAM >>
2 WCMF-F	2 WPXY-F>	2 WVOR-F<	2 WVOR-F	2 WVOR-F	2 WBEE-F>	2 WHAM	2 WBEE-F	2 WBEE-F<	2 WPXY-F	2 WBEE-F>
3	3 WVOR-F	3 WPXY-F	3 WKLX-F	3 WBEE-F	3 WVOR-F	3 WBEE-F	3 WVOR-F	3 WPXY-F	3 WBEE-F>	3 WCMF-F>
4	4 WBEE-F	4 WKLX-F<	4 WBEE-F	4 WKLX-F	4 WZSH-F	4 WVOR-F	4 WRMM-F	4 WHAM	4 WVOR-F<	4 WDKX-F
5	5 WKLX-F	5 WBEE-F	5 WRMM-F	5 WRMM-F	5 WRMM-F	5 WPXY-F>	5 WKLX-F	5 WVOR-F	5 WRMM-F	5
6	WDKX-F<	6 WRMM-F	6 WPXY-F	6 WHAM <	6 WKLX-F	6 WKLX-F	WHAM <	6 WRMM-F	6	6
7	7 WRMM-F	7	7	7 WPXY-F	7	7	7 WPXY-F	WKLX-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F	1 WCMF-F	1 WCMF-F	1 WDKX-F	1 WVOR-F	1 WCMF-F>>	1 WCMF-F	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>
2 WCMF-F>	2 WPXY-F	2 WVOR-F>	WCMF-F<	2 WRMM-F	2 WDKX-F	2	2 WBEE-F	2 WKLX-F<	2 WBEE-F
3 WDKX-F	3 WVOR-F	3 WPXY-F	3 WVOR-F	3 WCMF-F<	3 WPXY-F	3	3 WPXY-F	3 WBEE-F>	3 WKLX-F
4 WRMM-F>	4 WRMM-F>	4 WRMM-F	4 WPXY-F<	4 WBEE-F	4 WBEE-F	4	4 WKLX-F>	4 WPXY-F<	4 WVOR-F
5 WVOR-F>>	5 WDKX-F	5 WBEE-F	5 WRMM-F>	5 WPXY-F	5 WKLX-F>>	5	5 WVOR-F>	5 WVOR-F>>	WHAM
6 WBEE-F>	6 WBEE-F	6 WKLX-F>	6 WKLX-F	6 WKLX-F	6 WHAM	6	6 WRMM-F	6 WHAM	6
7 WKLX-F	7 WKLX-F	7 WDKX-F>	WBEE-F	7	7	7	7 WHAM	7	7
8	8	8 WHAM	8	8	8	8	8 WDKX-F	8	8

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WPXY	1280	Rochester	1.2/2.9/ 16/ 258
WWWG	1460	Rochester	1.2/3.5/ 17/ 304
WBMW-F	107.7	Weathersfield	0.5/3.0/ 10/ 311
WKFM-F	104.7	Fulton/Syrcuse	0.4/1.5/ 11/ 291
WKSE-F	98.5	Niagara Falls	0.4/0.7/ 5/ 89
WMJQ-F	102.5	Buffalo	1.0/4.2/ 44/ 703

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, COMBINATION WITH WBEE-F			
WHAM, 1180, 50 KW	, MOR	CBS, TALKNT, $ 59.00	(Mc-Guild)	Lincoln
WWWG, 1460, 5 KW (DA-2)	, RELIGION	, $ 12.00	(---)	Brandon
WBEE-F, 92.5, 50 KW @ 500	, COUNTRY	US 2, $ 60.00	(Katz)	Heritage
WCMF-F, 96.5, 50 KW @ 457	, AOR	, $ 95.00	(Torbet)	Stoner
WDKX-F, 103.9, 1 KW @ 500	, BLACK	, $ 26.00	(Roslin)	
WKLX-F, 98.9, 37 KW @ 560	, OLDIES	, $ 48.00	(Durpetti)	
WPXY-F, 97.9, 50 KW @ 456	, CHR	, $ 78.00	(MMR)	Pyramid
WRMM-F, 101.3, 27 KW @ 637	, SOFT AC	ABC E, $ 50.00	(Christal)	Atlantic Ventures
WVOR-F, 100.5, 50 KW @ 490	, AC	, $ 106.00	(Mc-Guild)	Lincoln
WZSH-F, 95.1, 11 KW @ 993	, BTFL/EZ	, $ 29.00	(Republic)	(BRISTOL CENTER)

MISCELLANEOUS COMMENTS: WEZO-A changes calls to WRMM-A as of February 1990

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1195200
MSA Rank/Pop: 34/1352100
ADI # 20
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 27/21
Diaries: 1552/770:1/55.0%
Sample Target: 1340
% Below Line: 4.9
% Not Listed: 11.8

1989 Revenue: $52,500,000
HH Inc.: $30,536
Retail $: 10.3 Bil
Pop per Station: 56,914
#1 Biller: KRAK-AF $9,600,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KFBK	(N/T)	231/11.4	8.5	8.1	9.3	8.2	9.3	273/3231	2641/22.1	19.4	19.2		8.1	174	1701	KFBK
2.	KRXQ-F	(AOR)	175/ 8.7	6.9	5.6	5.8	7.1	6.8	200/2445	1975/16.5	12.7	14.8		13.2	284	2198	KRXQ-F
3.	KRAK-F	(C)	159/ 7.9	9.3	6.7	7.0	7.6	7.7	210/2970	2142/17.9	17.7	16.9		9.3	200	2304	KRAK-F
4.	KSFM-F	(CHR)	133/ 6.6	7.1	7.1	7.4	6.0	7.1	174/2900	2133/17.8	19.8	18.5		9.8	212	3089	KSFM-F
5.	KZAP-F	(AOR)	132/ 6.5	6.9	6.4	6.0	5.5	6.4	183/2552	1693/14.2	15.5	13.6		5.6	120	2131	KZAP-F
6.	KXOA-F	(AC)	124/ 6.1	8.1	7.8	6.9	6.1	7.2	151/2372	2025/16.9	18.9	16.5		5.9	127	2356	KXOA-F
7.	KHYL-F	(O)	118/ 5.8	4.7	5.5	5.1	3.8	5.3	159/2524	1955/16.4	12.3	11.1		3.7	80	1414	KHYL-F
8.	KQPT-F	(J/NAC)	114/ 5.6	3.9	4.9	4.1	6.4	4.6	129/1608	1434/12.0	10.4	11.7		4.9	105	1385	KQPT-F
9.	KYMX-F	(AOR)	95/ 4.7	6.9	6.4	6.0	5.5	6.0	110/1818	1590/13.3	15.5	13.6		0.6	13	325	KYMX-F
	KAER-F	(AC)	95/ 4.7	4.1	4.7	3.4	3.7	4.2	102/1633	1463/12.2	11.6	10.3		4.0	87	1079	KAER-F
11.	KWOD-F	(CHR)	67/ 3.3	2.5	3.4	3.8	3.7	3.3	82/1912	1428/11.9	11.2	13.4		3.1	67	1354	KWOD-F
12.	KRAK	(C)	64/ 3.2	2.8	3.5	4.3	4.1	3.5	145/1760	774/ 6.5	7.0	8.3		4.8	104	823	KRAK
13.	KROY-F	(CHR)	58/ 2.9	3.3	3.3	3.1	4.8	3.2	70/1860	1527/12.8	12.3	16.0		3.0	64	1642	KROY-F
14.	KFRC	(BB)	39/ 1.9	1.7	2.4	1.5	1.4	1.9	79/1241	601/ 5.0	3.7	3.5		2.7	59	901	KFRC
15.	KCTC	(EZ)	38/ 1.9	1.1	0.8	1.9	1.2	1.4	38/648	603/ 5.0	4.9	3.9		0.6	13	325	KCTC

12+ FM SHARE (METRO): 73.49% (1311 of 1784) (WIN 89: 74.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>	1 KRXQ-F>	1 KRXQ-F	1 KZAP-F	1 KZAP-F<	1 KFBK >>	1 KFBK >>	1 KFBK	1 KRXQ-F	1 KRXQ-F	1 KFBK >>
2 KWOD-F>	2 KZAP-F	2 KZAP-F	2 KRAK-F	2 KRAK-F	2 KRAK-F	2 KRXQ-F	2 KRAK-F	2 KRAK-F	2 KSFM-F	2 KRAK-F<
3 KRXQ-F	3 KSFM-F	3 KRAK-F	3 KRXQ-F<	3 KHYL-F<	3 KYMX-F	3 KSFM-F<	3 KZAP-F	3 KFBK	3 KFBK	3 KRXQ-F
4 KROY-F	4 KRAK-F	4 KXOA-F	4 KHYL-F<	4 KFBK	4 KXOA-F<	4 KRAK-F	4 KRXQ-F	4 KHYL-F	4 KQPT-F	4 KRAK
5	5 KAER-F	5 KHYL-F	5 KXOA-F<	5 KXOA-F	5 KQPT-F	5 KZAP-F	5 KXOA-F	5 KZAP-F	5 KWOD-F	5 KCTC
6	6 KHYL-F	6 KFBK	6 KFBK	KRXQ-F	6 KHYL-F	6 KXOA-F	6 KHYL-F	KSFM-F<	6 KRAK-F	6
7	7 KXOA-F	7 KAER-F<	7 KQPT-F	7 KQPT-F	7 KRAK	7 KHYL-F	7 KYMX-F	7 KXOA-F	7 KXOA-F	7
8	8	8 KSFM-F<	8 KAER-F	8	8	8	8	8	8	8
9	9	9 KQPT-F	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F	1 KRXQ-F<	1 KRAK-F	1 KXOA-F	1 KXOA-F		1 KRXQ-F>>	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KZAP-F
2 KSFM-F>	2 KSFM-F	2 KHYL-F	2 KRAK-F	2 KRAK-F		2 KSFM-F>	2 KZAP-F>>	2 KZAP-F>>	2 KZAP-F>	2 KRXQ-F
3 KAER-F	3 KAER-F	3 KXOA-F	3 KSFM-F	3 KHYL-F		3 KWOD-F>	3 KRAK-F	3 KRAK-F	3 KFBK	3 KFBK
4 KROY-F	4 KRAK-F	KSFM-F	4 KAER-F	4 KAER-F		4 KZAP-F	4 KFBK	4 KFBK	4 KRAK-F<	4 KHYL-F<
5 KZAP-F>	5 KXOA-F	5 KAER-F	5 KHYL-F	5 KSFM-F		KXOA-F	5 KHYL-F<	5 KHYL-F	5 KQPT-F<	5 KRAK-F
6 KXOA-F>	6 KHYL-F	6 KQPT-F	6 KRXQ-F	KQPT-F		KROY-F>	6 KSFM-F	6 KAER-F	6 KHYL-F>	6 KQPT-F
7 KWOD-F	7 KZAP-F	7 KRXQ-F>	7 KZAP-F	7 KFBK <		7 KRAK-F	7 KAER-F	7 KQPT-F	7 KXOA-F<	7
KRAK-F>	KROY-F	8	8	8 KYMX-F		KAER-F>	8	8 KXOA-F>	8 KAER-F	8
9	KQPT-F	9	9	9		9	9	9	9	9

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
KFIA	710	Carmichael	0.6/	2.1/	15/	316
KLIQ-F	102.1	Shingle Springs	0.4/	0.6/	9/	74
KRCX	1110	Roseville/Scrmn	0.8/	2.1/	23/	313
KRLT-F	93.9	SL Tahoe	0.3/	0.9/	7/	102
KSAC	1240	Sacramento	0.6/	2.8/	13/	349
KSMJ	1380	Sacramento	0.9/	3.4/	18/	415
KXOA	1470	Sacramento	0.3/	1.7/	7/	198
KBEE-F	103.3	Modesto/Stoctn.	0.4/	1.1/	63/	889
KGO	810	San Francisco	1.3/	4.1/	98/	1321
KMEL-F	106.1	San Francisco	0.3/	1.2/	28/	574
KNBR	680	San Francisco	0.4/	2.7/	47/	1028
KRQR-F	97.3	San Francisco	0.4/	1.8/	49/	723

RADIO STATIONS

AM STATIONS

KFBK,	1530,	50 KW (DA-2)	, NEWS	APR, ABC 1,	$ 100.00	(Group W)	Westinghouse	
KFIA,	710,	10 KW/250 W(DA-2),	RELIGION	,	$ 24.00	(---)		
KCTC,	1320,	5 KW (DA-2)	, EZ	CBS,	$ 30.00	(Christal)	Tribune Co.	
KRAK,	1140,	50 KW (DA-2)	, COUNTRY	,	$ 72.00	(Katz)	EZ	
KRCX,	1100,	5 KW/500 W(DA-2),	HISPANIC	,	$ 42.00	(Lotus)	Fuller-Jeffrey	
KSAC,	1240,	1 KW	, CLASSICAL	,	$ 32.00	(CMBS)		
KSMJ,	1380,	5 KW (DA-2)	, OLDIES	SMN,	$ 28.00	(MMR)	Booth/Genesis	
KXOA,	1470,	5 KW/1 KW (DA-2),	NEWS/TALK	,	$ 35.00	(Banner)	Brown	

FM STATIONS

KAER,	92.5,	50 KW @ 500,	AC	,	$ 55.00	(Group W)	Westinghouse	
KYMX,	96.1,	50 KW @ 476,	EZ/SOFT AC	,	$ 88.00	(Christal)	Tribune Co.	
KHYL,	101.1,	36 KW @ 567,	OLDIES	,	$ 40.00	(Eastman)	Parker	(PAUBURN)
KQPT,	100.5,	115 KW @ 380,	JAZZ/NAC	SOURCE,	$ 95.00	(Republic)	Duchossois	
KRAK,	105.1,	50 KW @ 500,	COUNTRY	,	$ 110.00	(Katz)	EZ	
KROY,	96.9,	50 KW @ 500,	CHR	ABC R,	$ 60.00	(Christal)	Great American	
KRXQ,	93.7,	25 KW @ 306,	AOR	,	$ 70.00	(Torbet)	Fuller-Jeffrey	
KSFM,	102.5,	50 KW @ 500,	CHR	,	$ 90.00	(MMR)	Booth/Gen.	(WOODLAND)
KWOD,	106.5,	50 KW @ 310,	CHR	RADRAD ABC F,	$ 59.00	(CBS)		
KXOA,	107.9,	50 KW @ 420,	AC/OLDIES	,	$ 124.00	(Banner)	Brown	
KZAP,	98.5,	50 KW @ 495,	AOR	,	$ 94.00	(Mc-Guild)	Nationwide	

MISCELLANEOUS COMMENTS: KGNR-A changes calls to KCTC-A as of February 1990...KCTC-F changes calls to KYMX-F as of February...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400
MSA Rank/Pop: 13/2,462,200
ADI # 18
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 31/31
Diaries: 1849/1110:1/61.2%
Sample Target: 1760
% Below Line: 0.0
% Not Listed: 7.3

1989 Revenue: $69,000,000
HH Inc.: $30,906
Retail $: 18.3 Bil
Pop per Station: 66,206
#1 Biller: KMOX $21,700,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KMOX	(T)	613/16.3	18.8	22.3	21.2	18.7	19.6	685/8334	7166/34.9	37.5	34.0		14.1	550	7048	KMOX
2. KSHE-F	(AOR)	332/ 8.8	8.4	9.3	9.7	8.3	9.1	401/4906	3993/19.5	20.0	19.1		10.6	414	4908	KSHE-F
3. KMJM-F	(B)	296/ 7.9	7.0	7.6	5.7	5.5	7.1	299/2706	2549/12.4	11.9	10.6		12.4	481	3399	KMJM-F
4. KEZK-F	(EZ)	286/ 7.6	9.5	6.4	8.1	7.7	7.9	329/3430	2990/14.6	16.7	16.9		5.1	199	2443	KEZK-F
5. KSD -F	(AOR)	253/ 6.7	6.0	4.9	5.1	4.7	5.7	268/3802	3505/17.1	16.3	14.3		6.0	234	3805	KSD -F
6. WKBQ-F	(CHR)	250/ 6.6	6.7	8.5	6.1	6.4	7.0	295/4305	3616/17.6	18.9	17.4		7.3	283	4387	WKBQ-F
7. WIL -F	(C)	217/ 5.8	5.4	4.4	5.8	4.9	5.4	270/3189	2563/12.5	12.6	11.9		7.3	284	2671	WIL -F
8. KYKY-F	(AC)	200/ 5.3	5.5	5.5	4.7	5.0	5.3	211/3419	3133/15.3	15.9	13.4		3.9	153	2721	KYKY-F
9. KLOU-F	(O)	142/ 3.8	4.3	3.5	5.2	7.0	4.2	171/3122	2766/13.5	12.9	16.7		3.1	121	1965	KLOU-F
10. WKKX-F	(C)	95/ 2.5	3.5	1.7	1.8	3.0	2.4	111/1868	1638/ 8.0	7.5	7.8		3.9	153	1343	WKKX-F
11. KATZ	(B)	93/ 2.5	2.0	1.6	2.1	1.6	2.0	93/1174	1174/ 5.7	5.0	3.7		2.2	87	1127	KATZ
12. KHTK-F	(CHR)	90/ 2.4	1.0	0.6	0.8	0.7	1.2	97/1567	1457/ 7.1	4.9	2.7		3.4	131	2099	KHTK-F
13. KRJY-F	(AC)	86/ 2.3	2.5	2.5	2.5	3.0	2.5	95/1416	1333/ 6.5	8.5	9.2		1.1	43	838	KRJY-F
14. WEW	(BB)	70/ 1.9	1.3	1.3	1.0	1.4	1.4	72/655	587/ 2.9	1.9	2.7		0.7	28	282	WEW
15. KFUO-F	(CL)	62/ 1.6	1.2	2.0	1.6	1.2	1.6	67/1146	1048/ 5.1	5.7	5.4		1.2	45	828	KFUO-F
16. KATZ-F	(B)	61/ 1.6	1.6	1.1	1.4	1.0	1.4	61/1212	1199/ 5.8	4.8	4.5		1.3	50	1937	KATZ-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 71.11% (2483 of 3492) (WIN 89: 66.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>>	1 KSHE-F>	1 KSHE-F	1 KSD -F<	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX	1 KMOX >	1 KMOX	1 KMOX >>
2 KMJM-F	2 KSD -F	2 KSD -F	2 KSHE-F	2 KSD -F<	2 KEZK-F>	2 KSD -F	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F>>
3 KHTK-F	3 KMJM-F>	3 KMJM-F	KMOX	3 KSHE-F	3 WIL -F>	3 KSHE-F	3 KEZK-F	3 WKBQ-F<	3 WKBQ-F	3 KEZK-F
4	4 KYKY-F	4 KYKY-F<	4 KMJM-F<	4 KYKY-F	4 KLOU-F	4 KMJM-F	4 KSD -F	4 KSD -F<	4 KSHE-F>	4 KSHE-F<
5	5 WKBQ-F>	5 KMOX >	5 KYKY-F	KMJM-F<	5 KYKY-F	5 KEZK-F	5 WIL -F	5 KEZK-F<	5 KEZK-F	5 WIL -F
6	6 WIL -F	6 WKBQ-F	6 KLOU-F	6 WIL -F	6	6 WIL -F<	6 KYKY-F	6 KMJM-F	6 KHTK-F	6 KSD -F
7	7 KMOX	7 KLOU-F<	7 WIL -F	7 KLOU-F	7	7 WKBQ-F<	7 KMJM-F	7 KYKY-F<	7 WIL -F	KATZ >
8	8	8 WIL -F	8	8	8	8 KYKY-F	8	8 WIL -F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSHE-F	1 KMJM-F	1 KMJM-F>	1 KMJM-F	1 KMOX		1 KSHE-F>>	1 KSHE-F>	1 KSHE-F	1 KSHE-F	1 KSHE-F
2 KMJM-F<	2 KSHE-F	2 KYKY-F<	2 KYKY-F	2 KYKY-F<		2 KSD -F	2 KSD -F>	2 KSD -F>>	2 KSD -F>	2 KMOX <
3 WKBQ-F>	3 WKBQ-F<	3 KSD -F	3 WKBQ-F	3 KMJM-F		3 KMJM-F>>	3 KMJM-F>	3 KMJM-F	3 KMOX	3 KSD -F>
4 KYKY-F>	4 KYKY-F	4 KSHE-F	KSHE-F	KEZK-F		4 KYKY-F>	4 KYKY-F	4 WIL -F	4 KMJM-F	4 WIL -F<
5 KSD -F>	5 KSD -F>	5 WKBQ-F	5 KSD -F<	5 WIL -F		5 WKBQ-F	5 WIL -F	5 KMOX	5 KYKY-F	5 KLOU-F
6 KHTK-F>>	6	6 KRJY-F	6 KMOX	6 KLOU-F		6	6 KMOX <	6 KYKY-F	6 WIL -F<	6 KYKY-F
7	7	7	7 KLOU-F	7 KSD -F		7	7 WKBQ-F	7 WKBQ-F	7 KLOU-F	KMJM-F
8	8	8	8 WIL -F	8		8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KGLD	1380	St. Louis	0.5/2.5/ 17/ 529
KIRL	1460	St. Charles/StL	0.5/1.7/ 18/ 357
KSIV	1320	Clayton/St. L.	0.5/1.8/ 18/ 375
KSTL	690	St. Louis	0.7/1.2/ 30/ 287
KSTZ-F	105.7	Ste. Genve/St.L	1.0/5.2/ 55/1430
KUSA	550	St. Louis	1.3/4.9/115/1808
KXEN	1010	Festus/St.Louis	0.3/0.9/ 12/ 215
KXOK	630	St. Louis	0.3/2.3/ 15/ 549
WCBW-F	104.9	Columbia/St. L.	0.7/2.8/ 26/ 584
WCEO	590	Wood River/St.L	0.3/1.3/ 13/ 270
WESL	1490	E. St. Louis	0.6/1.8/ 21/ 376
WGNU	920	Granite City	0.7/2.0/ 27/ 407
WIBV	1260	Belleville	0.3/1.9/ 11/ 413
WIL	1430	St. Louis	0.3/2.3/ 11/ 554
WSNL-F	101.1	E./St.Louis/StL	1.4/4.8/ 55/1012

RADIO STATIONS

AM STATIONS

KATZ,	1600,	5 KW (DA-N)	, BLACK	NBN,	$ 45.00	(K & P)	Interurban
KGLD,	1380,	5 KW/1 KW (DA-2),	OLDIES	US 1,	$ 35.00	(Katz)	Chase
KMOX,	1120,	50 KW	, TALK	CBS,	$ 325.00	(CBS)	CBS
KSIV,	1320,	5 KW/125 W(DA-2),	RELIGION	,	$ 18.00	(---)	Bott
KUSA,	550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS,	$ 50.00	(Mc-Guild)	Gannett
KXOK,	630,	5 KW (DA-2)	, TALK	ABC D,	$ 35.00	(HNWH)	
WESL,	1490,	1 KW/250 W(DA-1),	BLACK	SBN,	$ 25.00	(K & P)	
WEW ,	770,	1 KW (DAYS)	, NOSTALGIA	,	$ 27.00	(---)	
WIL ,	1430,	5 KW (DA-2)	, COUNTRY OLDIES	ABC I,	$ N/A	(Banner)	Heritage

FM STATIONS

KATZ,	100.3,	50 KW @ 495,	BLACK	NBN,	$ 37.00	(K & P)	Interurban	
KEZK,	102.5,	100 KW @ 500,	BTFL/EZ	,	$ 93.00	(MMR)	Adams	
KFUO,	99.1,	100 KW @ 557,	CLASSICAL	MBS,	$ 46.00	(CMBS)		
KLOU,	103.3,	100 KW @ 900,	OLDIES	CBS,	$ 85.00	(CBS)	CBS	
KHTK,	97.1,	100 KW @ 560,	JAZZ/NAC	,	$ 45.00	(HNWH)		
KMJM,	107.7,	100 KW @ 575,	BLACK	,	$ 95.00	(Christal)	Noble	
KRJY,	96.3,	100 KW @ 540,	SOFT AC	NBC,	$ 54.00	(Banner)		
KSD ,	93.7,	100 KW @ 850,	CLASSIC AOR	,	$ 100.00	(Mc-Guild)	Gannett	
KSHE,	94.7,	100 KW @ 1019,	AOR	,	$ 155.00	(HNWH)	Emmis	
KSTZ,	105.7,	100 KW @ 285,	AC	SOURCE,	$ N/A	(---)		(ST.GENEVIEVE)
KYKY,	98.1,	100 KW @ 580,	AC	,	$ 125.00	(MMR)	EZ	
WCBW,	104.9,	3 KW @ 235,	RELIGION	,	$ 20.00	(---)	Universal	
WIL ,	92.3,	97 KW @ 900,	COUNTRY	ABC E,	$ 75.00	(Banner)	Heritage	
WKBQ,	106.5,	93 KW @ 1015,	CHR	,	$ 73.00	(Katz)	Chase	
WKKX,	104.1,	50 KW @ 500,	COUNTRY	,	$ 41.00	(Roslin)		(JERSEY)
WSNL,	101.1,	50 KW @ 550,	AC	,	$ 40.00	(Torbet)		

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900	Stations: 35/20	1989 Revenue: $12,400,000
	Diaries: 965/513:1/53.3%	HH Inc.: $30,643
MSA Rank/Pop: 133/355,600	Sample Target: 880	Retail $: 3.8 Bil
ADI # 106	% Below Line: 29.6	Pop per Station: 24,745
Average Person Ratings: 16.9	% Not Listed: 15.0	#1 Biller: KWAV-F $1,900,000
Market TSL: 22.25 hours		

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KDON-F	(CHR)	91/10.9	7.1	7.5	11.2	8.7	9.2	98/1309	1242/25.1	22.1	23.3		13.8	112	1524	KDON-F
2. KGO	(N/T)	70/ 8.4	7.1	7.4	6.6	7.9	7.4	71/831	807/16.3	17.7	15.2		8.4	68	761	KGO
3. KTOM-AF	(C)	52/ 6.3	5.3	7.3	6.0	7.4	6.2	52/731	718/14.5	13.3	14.3		5.9	48	737	KTOM-AF
4. KOCN-F	(AC)	46/ 5.5	4.1	2.5	3.8	4.0	4.0	46/556	556/11.2	9.3	9.6		2.8	23	300	KOCN-F
5. KWAV-F	(AC)	43/ 5.2	5.6	5.0	3.8	5.3	4.9	43/719	697/14.1	12.6	13.8		3.1	25	424	KWAV-F
6. KBAY-F	(EZ)	39/ 4.7	4.5	5.1	4.9	5.9	4.8	45/659	584/11.8	9.1	10.6		3.1	25	253	KBAY-F
KMBY-F	(AOR)	39/ 4.7	5.9	5.6	4.8	5.3	5.3	39/541	541/10.9	12.6	13.9		7.9	64	850	KMBY-F
8. KWSS-F	(CHR)	36/ 4.3	5.1	5.3	5.8	6.3	5.1	40/922	861/17.4	16.1	21.8		6.3	51	997	KWSS-F
9. KHIP-F	(O)	34/ 4.1	1.6	2.7	1.4	1.2	2.5	36/523	489/ 9.9	6.6	4.9		2.3	19	325	KHIP-F
10. KBOQ-F	(CL)	28/ 3.4	3.4	3.9	2.8	3.8	3.4	28/478	478/ 9.7	7.3	7.9		3.8	31	475	KBOQ-F
11. KCBS	(N)	25/ 3.0	3.1	2.1	2.7	2.8	2.7	27/443	414/ 8.5	10.5	9.0		2.2	18	374	KCBS
12. KXDC-AF	(EZ)	23/ 2.7	1.7	2.4	2.0	3.1	2.2	23/270	270/ 5.5	3.7	5.0		1.4	10	212	KXDC-AF
13. KCTY	(SP)	18/ 2.2	3.7	2.7	3.1	2.1	2.9	18/233	233/ 4.7	7.0	4.3		1.7	14	373	KCTY
14. KOMY	(BB)	17/ 2.0	1.3	2.3	1.4	0.9	1.8	17/264	256/ 5.2	4.5	3.5		1.0	8	172	KOMY
15. KLRS-F	(J/NA)	16/ 1.9	2.7	2.9	2.4	2.3	2.5	17/405	359/ 7.3	9.1	7.9					KLRS-F
KTGE	(SP)	16/ 1.9	2.4	1.3	2.0	1.4	1.9	16/222	222/ 4.5	4.9	3.4		1.1	9	200	KTGE

12+ FM SHARE (METRO): 71.65% (508 of 709) (WIN 89: 74.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F	1 KGO >	1 KDON-F<	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KGO >>
2 KWSS-F>	2 KMBY-F	2 KWAV-F	2 KWAV-F	2 KWAV-F	2 KTOM-AF	2 KGO >	2 KGO	2 KGO	2 KGO >	2 KTOM-F>
3 KRAY-F	3 KOCN-F	KOCN-F	3 KGO	3 KGO	3 KBAY-F>	3 KTOM-AF>	3 KOCN-F<	3 KTOM-AF	3 KOCN-F<	3 KDON-F
4	4 KWAV-F	4 KMBY-F	4 KMBY-F	4 KTOM-AF	4 KBOQ-F	4 KWAV-F	4 KTOM-AF<	4 KWAV-F<	4 KBOQ-F	4
5	5 KWSS-F	5 KGO	KHIP-F<	5 KHIP-F<	5 KCBS	5 KOCN-F<	5 KWAV-F	5 KOCN-F	5 KMBY-F>	5
6	6 KHIP-F	6 KHIP-F	6 KTOM-AF	6 KOCN-F<	6	6 KWSS-F>>	6	6	6 KTOM-AF	6
7	7	7	KOCN-F	7 KMBY-F	7	7 KTGE	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F>	1 KWAV-F	1 KDON-F>	1 KDON-F	1 KMBY-F>	1 KDON-F	1 KGO
2 KOCN-F>	2 KOCN-F	2 KWAV-F>	2 KWAV-F	KDON-F>	2 KMBY-F	2 KMBY-F>>	2 KDON-F>	2 KMBY-F	2 KMBY-F
3 KWSS-F	3 KWAV-F>	3 KOCN-F	3 KOCN-F>	3 KHIP-F	3 KWSS-F	3 KOCN-F	3 KGO	3 KGO	3 KTOM-AF
KWAV-F	4 KWSS-F	4 KHIP-F>	4 KWSS-F<	4 KTOM-AF	4 KOCN-F	4 KWSS-F	KPIG-F>	4 KOCN-F	4 KDON-F
5 KMBY-F	5 KMBY-F	5 KTOM-AF	5 KHIP-F	KOCN-F	5 KRAY-F	5 KHIP-F	5 KWAV-F	5 KHIP-F	5 KOCN-F
6 KMEL-F>	KHIP-F	KWSS-F	6 KTOM-AF	6 KBAY-F	6 KHIP-F>	6	KOCN-F	6 KTOM-AF	KHIP-F
7	7	KMBY-F	7	7	7 KMEL-F>	7	KHIP-F	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME				
KKMC	880	Gonzales/Sal.	0.7/2.8/ 6/ 142	KAZA	1290	Gilroy	0.6/2.0/ 11/ 132
KLAU	1540	Capitola/Mont.	0.4/1.6/ 3/ 78	KEAR-F	106.9	San Francisco	0.5/1.3/ 4/ 69
KLFA-F	93.9	King City/Salns	1.2/2.1/ 10/ 104	KEZR-F	106.5	San Jose	0.4/2.3/ 3/ 116
KPIG-F	107.5	Freedom	1.7/3.7/ 14/ 185	KFRC	610	San Francisco	0.4/1.9/ 5/ 110
KPUP	540	Salinas	0.5/2.2/ 4/ 110	KLOK	1170	San Jose/SF	0.5/1.4/ 4/ 81
KRAY-F	103.9	Salinas	1.8/4.7/ 15/ 233	KMEL-F	106.1	San Francisco	1.8/5.0/ 15/ 246
KZXR	1460	Salinas	0.4/1.5/ 3/ 76	KMPG	1520	Hollister	0.6/1.1/ 13/ 92
KNBR	680	San Francisco	1.0/3.7/ 9/ 193				
KOME-F	98.5	San Jose/SF	0.5/3.6/ 4/ 185				
KSJO-F	92.3	San Jose	1.2/4.9/ 16/ 312				

RADIO STATIONS

KCTY,	980,	1 KW/247 W (DA-1),	HISPANIC	,	$ 23.00 (Lotus)		
KOMY,	1340,	1 KW	, NOSTALGIA	MBS,	$ 12.00 (Radio Time)		(WATSONVILLE)
KTGE,	1570,	250 W/8 W	, HISPANIC	,	$ 13.00 (---)		
KBOQ-F,	92.7,	1 KW @ 570,	CLASSICAL	,	$ 22.00 (Durpetti)		
KDON-F,	102.5,	19 KW @ 2270,	CHR	,	$ 39.00 (Katz)	Henry	
KHIP-F,	93.5,	1 KW @ 1500,	CLASSIC AOR	,	$ 17.00 (Eastman)		(HOLLISTER)
KLFA-F,	93.9,	5 KW @ 667,	HISPANIC	,	$ 16.00 (Caballero)		(KING CITY)
KMBY-F,	107.1,	1 KW @ 1570,	AOR	,	$ 32.00 (Banner)		
KOCN-F,	104.9,	1 KW @ 500,	AC	MBS,TRNSTR,	$ 24.00 (Torbet)		
KPIG-F,	95.9,	3 KW @ 335,	COUNTRY	,	$ 17.00 (Republic)		(WATSONVILLE)
KRAY-F,	103.9,	3 KW @ 165,	HISPANIC	,	$ 23.00 (Lotus)		
KTOM-F,	100.7,	1 KW @ 2575,	COUNTRY	ABC E,	$ 30.00 (MMR)	Comm. Service	
KWAV-F,	96.9,	18 KW @ 2500,	AC	APR,	$ 35.00 (HNWH)	Buckley	
KXDC-F,	101.7,	1 KW @ 590,	BTFL/EZ	,	$ 15.00 (Christal)		
KLRS-F,	99.1,	1 KW @ 2618,	JAZZ/NAC	,	$ 28.00 (Mc-Guild)	Fuller-Jeffrey	

OTHER RANKED STATIONS -- See San Francisco or San Jose

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800

MSA Rank/Pop: 45/1,061,100
ADI # 41
Average Person Ratings: 16.0
Market TSL: 20.75 hours

Stations: 30/30
Diaries: 1365/736:1/61.2%
Sample Target: 1250
% Below Line: 0.0
% Not Listed: 8.0

1989 Revenue: $30,500,000
HH Inc.: $28,337
Retail $: 6.9 Bil
Pop per Station: 33,493
#1 Biller: KSL $4,500,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1.	KKAT-F	(C)	171/10.7	10.6	9.1	9.3	8.6	9.9	185/2464	2163/21.5	19.9	17.7	14.2	231	2311	KKAT-F
2.	KSFI-F	(EZ)	150/ 9.3	11.3	9.4	7.3	9.8	9.3	171/2215	1852/18.4	19.9	19.7	7.4	121	1436	KSFI-F
3.	KSL	(MOR)	137/ 8.5	7.8	4.6	6.7	7.0	6.9	168/2965	2424/24.1	22.3	21.5	6.3	103	2108	KSL
4.	KISN-F	(CHR)	120/ 7.5	6.8	8.0	7.3	6.9	7.4	150/2540	2026/20.2	21.3	24.1	5.8	94	1525	KISN-F
5.	KLZX-AF	(CL AOR)	98/ 6.1	6.2	3.0	5.0	3.6	5.1	101/1312	1292/12.9	12.9	11.4	5.6	92	1462	KLZX-AF
6.	KSOP-AF	(C)	96/ 6.0	6.0	5.6	8.3	8.0	6.5	132/2017	1551/15.4	15.4	15.2	9.3	151	1828	KSOP-AF
7.	KCPX-F	(CHR)	93/ 5.8	4.9	6.9	7.2	7.9	6.2	98/2013	1822/18.1	18.5	23.8	6.1	99	2379	KCPX-F
8.	KMGR-F	(AC)	70/ 4.4	4.1	2.9	2.6	3.2	3.5	74/1102	1021/10.2	9.3	8.3	1.7	27	482	RMGR-F
9.	KBER-F	(AOR)	61/ 3.8	5.8	5.3	5.0	4.5	5.0	65/1165	1058/10.5	11.7	9.7	6.4	104	1559	KBER-F
10.	KALL	(AC)	59/ 3.7	2.9	2.4	2.4	2.3	2.9	59/938	938/ 9.3	9.0	7.8	1.8	29	663	KALL
11.	KLVV-F	(AC)	55/ 3.5	2.5	2.2	1.2	0.5	2.3	55/954	925/ 9.2	9.0	2.4	1.4	23	637	KLVV-F
12.	KRSP-F	(AOR)	46/ 2.9	2.0	3.7	5.3	5.6	3.5	51/1254	1091/10.9	9.4	16.3	3.7	60	788	KRSP-F
	KJQN-F	(AOR)	46/ 2.9	2.0	3.8	2.2	3.3	2.7	49/1023	946/ 9.4	6.4	6.9	5.9	96	1130	KJQN-F
14.	KTKK	(T)	42/ 2.6	1.3	3.0	1.7	3.1	2.2	42/415	415/ 4.1	4.1	6.2	1.5	25	397	KTKK
15.	KDYL	(BB)	39/ 2.4	2.4	2.4	2.3	1.6	2.4	39/516	501/ 5.0	4.3	2.7	1.8	29	371	KDYL
16.	KZHT-F	(CHR)	33/ 2.1	2.3	4.9	2.6	1.7	3.0	36/924	850/ 8.5	8.9	4.9	3.1	51	1150	KZHT-F
17.	KLCY-F	(AC)	28/ 1.7	2.7	2.2	3.7	3.0	2.6	49/1123	881/ 8.8	8.2	9.7	1.5	24	531	KLCY-F
18.	KISN	(?)	24/ 1.5	1.0	0.7	1.4	0.4	1.1	30/1047	892/ 8.9	6.3	3.4	0.5	8	222	KISN
19.	KRPN-F	(O)	16/ 1.0	1.3	1.0	0.5	0.8	0.9	17/361	334/ 3.3	3.3	2.6	0.9	14	247	KRPN-F
20.																

12+ FM SHARE (METRO): 75.42% (1114 of 1477) (WIN 89: 77.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KKAT-F	1 KSFI-F	1 KSL <	1 KSFI-F	1 KKAT-F<	1 KISN-F	1 KKAT-F<
2 KISN-F>	2 KISN-F<	2 KLZX-AF<	2 KLZX-AF	2 KLZX-AF	2 KSL >	2 KKAT-F	2 KKAT-F	2 KSFI-F	2 KKAT-F>	2 KSOP-F
3 KKAT-F	3 KLZX-AF	3 KISN-F>	3 KISN-F	3 KSFI-F	3 KKAT-F	3 KSFI-F	3 KSL	3 KISN-F	3 KCPX-F<	3 KSL >
4 KZHT-F	4 KCPX-F	4 KCPX-F	4 KMGR-F<	4 KSL	4 KSOP-AF	4 KISN-F	4 KISN-F<	4 KSL	4 KLZX-AF	4 KCPX-F
5	5 KBER-F	5 KMGR-F	5 KSL	5 KISN-F<	5 KALL	5 KLZX-AF	5 KLZX-AF<	5 KCPX-F<	5 KSL	KALL
6	6 KMGR-F	6 KSOP-AF<	KSFI-F	6 KSOP-AF	6	6 KSOP-AF	6 KSOP-AF	6 KLZX-AF	6 KJQN-F	6
7	7	7 KSL	7 KSOP-AF	7 KMGR-F	7	7	7	7	7	7
8	8	KSFI-F	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KISN-F	1 KISN-F	1 KKAT-F	1 KKAT-F	1 KKAT-F
2 KKAT-F	2 KKAT-F>	KISN-F>	2 KISN-F>	2 KSFI-F<
3 KCPX-F>	3 KCPX-F	3 KMGR-F	3 KMGR-F<	3 KISN-F
4 KLVV-F	4 KMGR-F	4 KLZX-AF	4 KCPX-F>	4 KMGR-F>
KBER-F	5 KLVV-F	5 KCPX-F	5 KLVV-F	5 KSOP-AF
6 KMGR-F>	6 KLZX-AF	6 KLVV-F	6 KSFI-F	KSL
7 KJQN-F	7 KSOP-AF	7 KSOP-AF	7	KCPX-F
8	KBER-F	8	8	8
9	9	9	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISN-F	1 KLZX-AF	1 KLZX-AF>	1 KLZX-AF	1 KLZX-AF
KCPX-F	2 KKAT-F>	2 KKAT-F>	2 KKAT-F>	2 KKAT-F
3 KJQN-F	3 KISN-F	3 KSOP-AF	3 KSL <	3 KSL
4 KLZX-AF	KBER-F	4 KRSP-F	4 KISN-F	4 KSOP-AF
KKAT-F	5 KRSP-F	5 KBER-F	5 KSOP-AF	5 KSFI-F
6 KBER-F	6 KJQN-F	6 KLVV-F	6 KRSP-F	6 KALL <
7 KRSP-F>	7	KISN-F	KBER-F	7 KMGR-F
8	8	8	8	8
9	9	9	9	9
10	10	10	10	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KBCK-F	105.7	Salt Lake	0.5/1.8/ 8/ 182
KFAM	700	N Salt Lake Cit	0.7/1.6/ 11/ 187
KKWY-F	97.9	Ogden/Slt.Lk.Ct	0.9/5.2/ 14/ 555
KMGR	1230	Murray/St. Lk.	0.1/0.3/ 1/ 33
KRSP	1060	S Salt Lake	0.7/2.9/ 12/ 300
KSOS-F	106.9	Brigham/St.Lk.	0.6/3.1/ 18/ 388
KSRR	1400	Provo	0.7/2.6/ 12/ 263
KUTR	1320	Salt Lake City	0.7/3.7/ 11/ 399
KZOL-F	96.1	Provo/Salt Lake	0.9/4.7/ 15/ 506

RADIO STATIONS

AM STATIONS

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KALL,  910,  5 KW/1 KW (DA-N)   , AC           ABC I, MBS, $  30.00 (Eastman)      Hatch
KDYL, 1280,  5 KW/500 W (DA-N)  , NOSTALGIA           SMN, $  22.00 (CBS)
KISN,  570,  5 KW (DA-1)        ,   ??                   , $  26.00 (Mc-Guild)
KRSP, 1060, 10 KW/1 KW (DA-N)   , OLDIES           ABC D, $  20.00 (Durpetti)
KSL , 1160, 50 KW               , MOR                CBS, $  90.00 (MMR)          Bonneville
KTKK,  630,  1 KW/500 W (DA-2)  , TALK             ABC T, $  23.00 (K & P)
KLZX,  860, 50 KW/196 W         , AOR             SOURCE, $  20.00 (Christal)     Citadel
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FM STATIONS

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KQOL, 106.3,   7 KW @ 2710, COUNTRY ROCK
KCPX,  98.7,  27 KW @ 2930, CHR                   , $  26.00 (Torbet)
KBER, 101.1,  25 KW @ 3740, AOR                   , $  60.00 (Katz)          John Price
KZOL,  96.1,  55 KW @ 2620, OLDIES                , $  33.00 (HNWH)                       (OGDEN)
KISN,  97.1,  26 KW @ 3650, CHR             TRNSTR, $  27.00 (HNWH)          Cook Inlet   (PROVO)
KJQN,  95.5, 100 KW @  680, AOR                   , $  60.00 (Mc-Guild)
KKAT, 101.9,  26 KW @ 3740, COUNTRY               , $  27.00 (---)                        (OGDEN)
KKWY,  97.9,  26 KW @ 3770, AOR                   , $  74.00 (Banner)        Brown        (OGDEN)
                                          TRNSTR, $  20.00 (CBS)                          (OGDEN)
KLCY,  94.1,  24 KW @ 3030, AC
KLVV,  99.5,  40 KW @ 2953, AC              ABC E, $  46.00 (Eastman)        Hatch
KLZX,  93.3,  26 KW @ 3740, CLASSIC AOR           , $  21.00 (K & P)                   (BOUNTIFUL)
KMGR, 107.5,  49 KW @ 2850, SOFT AC               , $  30.00 (Christal)      Citadel
KRPN, 107.9,  67 KW @ 2383, OLDIES                , $  34.00 (HNWH)                        (OREM)
KRSP, 103.5,  27 KW @ 3630, AOR                   , $   N/A  (Christal)      Bonneville     (ROY)
KSFI, 100.3,  26 KW @ 3740, BTFL/EZ         ABC R, $  58.00 (Durpetti)
KSOP, 104.3,  25 KW @ 3650, COUNTRY               , $  65.00 (CBS)
KSOS, 106.9,  68 KW @ 2369,   ??                  , $  56.00 (MMR)
KZHT,  94.9,  47 KW @ 2730, CHR                   , $  20.00 (Moore)                   (BRIGHMAN)
                                                  , $  31.00 (Durpetti)                   (PROVO)
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MISCELLANEOUS COMMENTS: KCGL-F changes calls to KBCK as of February

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********************************************** F O R M A T   C O D E S ***********************************************
*
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                                                                   *
*  AC  - Adult Contemporary                                             T    - Talk                                   *
*  O   - Oldies (1955 to near 1988)                                     N    - News                                   *
*  B   - Black (audience predominantly Black - over 75%)                SP   - Hispanic/Spanish                       *
*  U   - Urban (majority of audience is non-white                       BB   - Big Band, Nostalgia                    *
*              although a large segment is white)                       M    - Middle of Road (MOR), Full             *
*  EZ  - EZ listening, Beautiful Music                                         Service, Variety                       *
*  AOR - Album Oriented Rock, also includes Classic Rock                J/NA - Jazz and New Age                       *
*  CL  - Classical                                                      R    - Religion  Christian  Christian Music   *
*  C   - Country                                                        G    - Gospel                                 *
*  SAC - Soft Adult Contemporary                                        E    - Ethnic                                 *
*                                                                       ?    - Others or Unknown                      *
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SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000
MSA Rank/Pop: 38/1,306,000
ADI # 44
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 28/28
Diaries: 1337/788:1/50.7%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 6.8

1989 Revenue: $38,500,000
HH Inc.: $24,968
Retail $: 8.0 Bil
Pop per Station: 37,642
#1 Biller: KCYY-F $5,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KCYY-F	(C)	211/10.9	10.3	9.0	8.4	9.5	9.6	273/2755	2157/20.5	19.7	20.4		10.4	216	1843	KCYY-F
2. KTFM-F	(CHR)	133/ 6.9	7.7	6.6	6.0	7.2	6.8	143/2383	2170/20.6	23.1	21.1		9.0	187	2887	KTFM-F
3. KCOR	(SP)	132/ 6.8	5.1	3.6	5.2	5.6	5.2	143/995	920/ 8.7	4.7	8.7		5.5	115	730	KCOR
4. KITY-F	(CHR)	119/ 6.1	6.5	7.6	6.8	6.2	6.8	139/2179	1906/18.1	18.4	18.0		8.9	184	2154	KITY-F
5. KAJA-F	(C)	114/ 5.9	5.0	5.3	5.6	5.1	5.4	130/1720	1485/14.1	14.9	14.2		5.1	105	1335	KAJA-F
6. WOAI	(N/T)	98/ 5.1	5.7	4.7	6.0	7.9	6.4	154/2127	1502/14.3	15.2	16.8		4.1	85	1272	WOAI
KSMG-F	(O)	98/ 5.1	4.5	7.3	6.4	3.9	5.8	107/1723	1571/14.9	13.0	12.8		5.4	112	1278	KSMG-F
8. KQXT-F	(EZ)	91/ 4.7	4.4	4.2	4.7	6.3	4.5	104/1528	1276/12.1	10.9	13.5		2.9	60	867	KQXT-F
9. KZEP-F	(CL AOR)	81/ 4.2	3.6	4.2	3.1	3.5	3.8	83/1128	1079/10.2	10.3	10.2		2.9	61	736	KZEP-F
KTSA	(MOR)	81/ 4.2	4.2	4.2	3.4	2.5	4.0	112/1250	892/ 8.5	9.2	8.1		2.7	57	769	KTSA
11. KSAQ-F	(CHR)	78/ 4.0	4.8	4.4	3.1	3.3	4.1	81/1351	1271/12.1	15.3	12.4		5.6	116	1300	KSAQ-F
12. KMMX-F	(SAC)	75/ 3.9	5.5	4.5	5.1	4.4	4.8	80/1217	1128/10.7	12.7	13.5		4.5	93	1024	KMMX-F
13. KKYX	(C)	74/ 3.8	4.6	5.1	5.4	4.2	4.7	135/1660	890/ 8.4	9.6	9.0		3.0	62	693	KKYX
14. KONO	(O)	73/ 3.8	2.5	3.3	3.1	3.3	3.2	78/947	824/ 7.8	7.6	9.1		3.8	78	914	KONO
15. KISS-F	(AOR)	72/ 3.7	4.4	5.5	5.1	5.0	4.7	95/1728	1439/13.7	13.0	15.4		6.1	127	1516	KISS-F
16. KZVE-F	(SP)	53/ 2.7	2.2	3.0	3.1	2.1	2.8	58/728	651/ 6.0	4.2	6.5		2.7	56	578	KZVE-F
17. KSJL	(CHR)	40/ 2.1	0.8	2.0	1.2	1.6	1.5	48/605	370/ 3.5	3.5	4.9		1.1	23	550	KSJL
18. KSAH	(SP)	33/ 1.7	1.3	1.3	1.0	----	1.3	40/402	271/ 2.6	2.9	0.0		1.2	25	315	KSAH
19. KEDA	(SP)	27/ 1.4	1.6	1.9	2.8	2.2	1.9	33/517	460/ 4.4	4.6	6.0		2.2	45	743	KEDA
20. KCHL	(J)	25/ 1.3	1.2	0.9	1.1	1.0	1.1	25/263	263/ 2.5	2.2	2.7		1.2	24	222	KCHL
21. KSLR	(REL)	24/ 1.2	1.6	1.0	1.1	1.6	1.2	28/529	449/ 4.3	4.2	4.2		1.6	34	551	KSLR
22. KXTN	(SP)	23/ 1.2	1.2	1.1	3.1	1.2	1.6	27/449	391/ 3.7	4.1	4.5		1.9	40	373	KXTN
23.																
24.																
25.																

12+ FM SHARE (METRO): 62.91% (1138 of 1809) (WIN 89: 63.51%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KITY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KCYY-F<	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KITY-F>	1 KCYY-F<
2 KTFM-F>	2 KTFM-F	2 KAJA-F<	2 KSMG-F<	2 KSMG-F	2 KCOR >	2 KCOR	2 KAJA-F	2 KTFM-F	2 KTFM-F<	2 KTFM-F>>
3 KSAQ-F	3 KITY-F	3 KTFM-F<	3 KAJA-F	3 KAJA-F	3 WOAI	3 KTFM-F	3 KCOR	3 KAJA-F<	3 KSAQ-F	3 WOAI
4	4 KMMX-F	4 KSMG-F	4 KZEP-F	4 KZEP-F	4 KQXT-F<	4 WOAI <	4 KQXT-F<	4 KSMG-F	4 KCYY-F	4 KITY-F
5	KISS-F<	5 KZEP-F	5 KMMX-F	5 KMMX-F	5 KTSA	5 KAJA-F<	5 KSMG-F	5 KITY-F	5 KCOR	5 KCOR
6	6 KSAQ-F<	6 KITY-F	6 KTFM-F	6 KTFM-F	6 KKYX	6 KITY-F	6 WOAI <	6 KCOR	6 KISS-F	6 KSMG-F
7	7 KZEP-F	7 KMMX-F	7 KQXT-F	KQXT-F<	7 KONO	7	7 KTFM-F	7 KSAQ-F	7	7
8	KAJA-F	8	8	8 WOAI	8	8	8	8	8	8
9	9	9	9	KONO	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTFM-F	1 KCYY-F	1 KCYY-F>	1 KCYY-F>	1 KCYY-F>	1 KSAQ-F>	1 KCYY-F	1 KZEP-F	1 KCYY-F>	1 KCYY-F>
2 KITY-F	2 KTFM-F	2 KSMG-F	2 KTFM-F	2 KSMG-F<	2 KISS-F	2 KISS-F	KCYY-F	2 KZEP-F>	2 KZEP-F
3 KCYY-F	3 KITY-F	3 KMMX-F	3 KAJA-F	3 KAJA-F	KCYY-F	3 KZEP-F	3 KMMX-F	3 KISS-F	3 WOAI
4 KSAQ-F>	4 KMMX-F	4 KAJA-F	4 KSMG-F	4 KQXT-F	4 KSJL	4 KITY-F	4 KAJA-F	KAJA-F<	4 KSMG-F
5 KMMX-F	5 KSMG-F	5 KTFM-F	5 KITY-F	5 KCOR <	KITY-F>	5 KSAQ-F	5 KISS-F	5 KSMG-F	5 KAJA-F
6 KISS-F	6 KSAQ-F	6 KZEP-F	6 KMMX-F<	6 KMMX-F<	6 KTFM-F	KAJA-F	6 WOAI	6 WOAI	6 KMMX-F
7 KAJA-F	7 KAJA-F	7 KZVE-F	7 KQXT-F	7 KTFM-F	7 KZEP-F	7 KMMX-F<	7 KSMG-F	KTFM-F	7 KTFM-F
8 KSMG-F>	8	KQXT-F	8	KONO	8 KAJA-F>	8 KTFM-F	8 KTFM-F	8	8

OTHER RATED STATIONS			METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME
KDRY	1100	Alamo Heights	0.7/	1.7/	14/	189
KFAN-F	101.1	Fredericksburg	0.7/	4.4/	23/	600
KFHM	1160	San Antonio	0.4/	2.1/	17/	275
KGNB	1420	New Braunfels	0.4/	1.6/	9/	194
KWED	1580	Sequin	0.3/	1.1/	6/	113
KZEP	1250	San Antonio	0.3/	1.8/	6/	200

RADIO STATIONS

AM STATIONS

KCHL,	1480,	2.5 KW (DAYS, DA)	, BLACK	,	$ 20.00	(Mc-Guild)	
KCOR,	1350,	5 KW (DA-N)	, HISPANIC	,	$ 67.00	(Katz Hisp.)	Tichenor
KDRY,	1100,	11 KW/1 KW (DA-N)	, RELIGION	,	$ 12.00	(---)	
KEDA,	1540,	5 KW/1 KW (DA-N)	, HISPANIC	,	$ 38.00	(Caballero)	
KFHM,	1160,	10 KW/1 KW (DA-2)	, HISPANIC		$ 19.00	(---)	
KKYX,	680,	50 KW/10 KW (DA-N)	, COUNTRY	ABC I,	$ 53.00	(Katz)	NewCity
KONO,	860,	5 KW/1 KW	, OLDIES	NBC,	$ 36.00	(Christal)	Genesis/Booth
KRIA,	930,	5 KW/1 KW (DA-N)	, OLDIES	CRC,	$ 26.00	(Lotus)	Adams
KSAH,	720,	10 KW/1 KW (DA-2)	, HISPANIC	,	$ 22.00	(Caballero)	
KSJL,	760,	50 KW/1 KW (DA-1)	, AOR	SMN, NBC,	$ N/A	(Eastman)	Inner City
KSLR,	630,	5 KW (DA-2)	, RELIGION	,	$ 19.00	(---)	
KTSA,	1310,	5 KW (DA-N)	, MOR	ABC D,	$ 29.00	(Banner)	
KXTN,	1310,	5 KW/280 W (DA-1)	, HISPANIC	,	$ 29.00	(Lotus)	TK
WOAI,	1200,	50 KW	, NEWS/TALK	CBS,	$ 80.00	(Christal)	Clear Channel

FM STATIONS

KAJA,	97.3,	100 KW @ 472,	COUNTRY	,	$ 65.00	(Christal)	Clear Channel
KCYY,	100.3,	98 KW @ 570,	COUNTRY	,	$ 84.00	(Katz)	NewCity
KFAN,	101.1,	100 KW @ 620,	AC	,	$ N/A	(Eastman)	(FREDERICKSBURG)
KISS,	99.5,	100 KW @ 1084,	AOR	SOURCE,	$ 70.00	(MMR)	Adams
KITY,	92.9,	100 KW @ 1016,	CHR	,	$ 64.00	(Christal)	Genesis/Booth
KMMX,	106.7,	100 KW @ 1030,	SOFT AC	,	$ 58.00	(Mc-Guild)	
KQXT,	101.9,	100 KW @ 700,	BTFL/EZ	,	$ 59.00	(Group W)	Westinghouse
KSAQ,	96.1,	100 KW @ 480,	CHR	NBC, US 1,	$ 45.00	(Eastman)	Inner City
KSMG,	105.3,	100 KW @ 1240,	OLDIES	US 1,	$ 60.00	(CBS)	Rusk
KTFM,	102.7,	100 KW @ 670,	CHR	,	$ 70.00	(Banner)	
KZEP,	104.5,	100 KW @ 660,	CLASSIC AOR	MBS,	$ 50.00	(Torbet)	Lotus
KZVE,	107.5,	100 KW @ 1514,	HISPANIC	,	$ 44.00	(Eastman)	TK

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800

MSA Rank/Pop: 16/2,310,600
ADI # 24
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 39/31
Diaries: 2064/992:1/52.3%
Sample Target: 1740
% Below Line: 4.8
% Not Listed: 9.0

1989 Revenue: $84,300,000
HH Inc.: $31,832
Retail $: 17.6 Bil
Pop per Station: 66,025
#1 Biller: KFMB $10,000,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KKLQ-F	(CHR)	326/ 9.3	8.3	9.0	8.1	8.1	8.7		4590/22.4	21.2	24.0		13.4	461	6177	KKLQ-F
2.	KSON-AF	(C)	234/ 6.6	5.7	6.1	7.0	6.1	6.3		2772/13.5	12.4	10.7		8.4	290	3455	KSON-AF
3.	KGB -F	(AOR)	215/ 6.1	7.0	5.0	8.8	6.5	6.7		2592/12.7	16.4	15.2		7.6	262	2611	KGB -F
4.	KSDO	(N/T)	209/ 6.0	4.9	6.2	6.0	5.6	5.8		2422/11.8	11.4	11.9		3.9	134	1713	KSDO
5.	KJQY-F	(EZ)	187/ 5.3	6.5	5.4	6.6	8.3	5.9		2425/11.8	10.7	14.4		4.3	148	1638	KJQY-F
6.	KYXY-F	(AC)	175/ 5.0	4.3	3.6	3.6	5.2	4.1		2570/12.6	10.3	12.9		3.4	117	1877	KYXY-F
7.	KPOP	(BB)	169/ 4.8	4.4	3.0	2.5	3.7	3.7		1324/ 6.5	7.9	7.4		2.7	93	858	KPOP
8.	KFMB	(MOR)	161/ 4.6	4.2	8.3	6.7	4.4	5.9		2322/11.3	11.8	12.0		3.2	109	1968	KFMB
9.	KFMB-F	(AC)	159/ 4.5	4.1	5.4	5.7	5.2	4.9		3207/15.7	14.7	17.7		3.3	113	2246	KFMB-F
10.	XTRA-F	(AOR)	151/ 4.3	4.8	5.6	4.6	5.0	4.8		2479/12.1	13.3	13.7		6.6	228	2987	XTRA-F
11.	KFSD-F	(CL)	150/ 4.3	3.9	3.0	2.6	3.4	3.5		1843/ 9.0	9.5	8.4		3.8	131	1074	KFSD-F
12.	KKYY-F	(AC)	148/ 4.2	3.2	3.1	3.5	3.8	3.5		2381/11.6	10.0	9.4		3.6	124	1856	KKYY-F
13.	KIFM-F	(J)	147/ 4.2	3.7	3.5	3.1	3.2	3.6		1850/ 9.0	9.0	8.9		4.5	154	2157	KIFM-F
14.	KCBQ-F	(O)	91/ 2.6	2.1	3.2	2.5	3.0	2.6		2073/10.1	7.4	11.1		2.7	94	1320	KCBQ-F
15.	KSDO-F	(CL AOR)	69/ 2.0	1.7	2.0	1.9	1.8	1.9		1529/ 7.5	7.5	5.6		2.6	91	1379	KSDO-F
16.	KNX	(N)	51/ 1.5	1.6	1.1	1.6	1.6	1.5		1120/ 5.5	5.4	5.4		1.0	34	784	KNX
17.	KGMG-F	(CL AOR)	47/ 1.3	2.1	2.3	1.8	2.0	1.9		1072/ 5.2	5.8	6.7		2.3	78	874	KGMG-F
18.	XHRM-F	(B)	45/ 1.3	3.3	3.2	3.2	3.8	2.8		1340/ 6.5	8.2	9.6		3.2	110	2009	XHRM-F
19.	KCBQ	(O)	42/ 1.2	1.3	0.6	0.5	0.5	0.9		652/ 3.2	3.4	1.7		0.5	17	381	KCBQ
20.	XTRA	(N)	41/ 1.2	1.6	1.1	0.8	0.9	1.2		1138/ 5.6	7.2	4.3		1.3	44	1114	XTRA
21.	XLTN-F	(SP)	40/ 1.1	1.4	0.6	1.3	0.3	1.1		523/ 2.6	2.4	1.3		1.2	41	580	XLTN-F
22.	KKLQ	(CHR)	35/ 1.0	0.7	0.6	0.7	0.8	0.8		678/ 3.3	0.0	0.0		0.7	23	458	KKLQ
24.																	
25.																	

San Diego's Metro & TSA are the same

12+ FM SHARE (METRO): 72.94% (2329 of 3193) (WIN 89: 74.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-F>>	1 KGB -F<	1 KKLQ-F	1 KSON-AF	1 KSON-AF	1 KSDO	1 KKLQ-F	1 KSON-AF	1 KKLQ-F>	1 KKLQ-F>>	1 KSDO >>
2 KKLQ	2 KKLQ-F>	2 KFSD-F	2 KYXY-F<	2 KIFM-F	2 KPOP <	2 KFMB	2 KYXY-F<	2 KSON-AF	2 KGB -F<	2 KGB-F
3 XTRA-F	3 XTRA-F	3 KSON-AF	3 KIFM-F	3 KKLQ-F<	3 KSON-AF	3 KSDO	3 KGB -F<	3 KGB -F	3 KSDO	3 KPOP-F
4	4 KKYY-F	4 KYXY-F	4 KKLQ-F	4 KFMB-F	KJQY-F	4 KSON-AF<	4 KJQY-F	4 KJQY-F<	4 XTRA-F	4 KFMB-F<
5	5 KFMB-F	5 KKYY-F<	5 KKYY-F	5 KKYY-F<	5 KFMB	5 KGB -F	5 KSDO <	5 KSDO <	5 KFSD-F<	5 KFSD-F
6	6 KYXY-F	6 KFMB <	KFMB-F<	6 KGB -F	6 KFSD-F	6 KKYY-F	6 KKLQ-F	6 KYXY-F<	6 KJQY-F<	6 KJQY-F
7	7 KSON-AF>>	7 XTRA-F<	7 KGB -F>>	7 KFMB <	7 KYXY-F	7 KJQY-F	7 KPOP >>	7 KIFM-F>>	7 KIFM-F	7 KKLQ-F
8	8 KSON	8 KIFM-F>>	8 KSON	8 KJQY-F>>	8 KIFM-F>>	KFMB-F>>	8 KSON	8 KSON	8 KSON-AF>>	8
9	9	9 KSON	9	9 KSON	9 KSON	9 KSON	9	9	9 KSON	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-F>	1 KKLQ-F>	1 KKYY-F	1 KKLQ-F	1 KYXY-F	1 KGB -F>	1 KGB -F>	1 KGB -F<	1 KGB -F>	1 KSON-AF
2 XTRA-F	2 KKYY-F	KKLQ-F	2 KYXY-F	2 KSON-AF	2 XTRA-F>>	2 XTRA-F<	2 KKLQ-F>	2 KKLQ-F	2 KGB -F
3 KFMB-F	3 KFMB-F	3 KFMB-F	3 KKOS-F<	3 KKLQ-F<	3 KKLQ-F>	3 KKLQ-F>>	3 XTRA-F	3 XTRA-F	3 KIFM-F
4 KKYY-F	4 KYXY-F	4 KIFM-F	4 KFMB-F	4 KKYY-F<	4 KKYY-F>	4 KKYY-F<	4 KSON-AF	4 KSON-AF	4 KSDO
5 KYXY-F	5 XTRA-F	5 KYXY-F	5 KSON-AF	5 KFMB-F	5 KGMG-F	5 KFMB-F	5 KFMB-F<	5 KIFM-F	KFMB
6 KGB -F>	6 KSON-AF	6 KSON-AF>	6 KIFM-F	6 KIFM-F	KFMB-F	6 KSON-AF	6 KSDO-F	6 KKYY-F	6 KYXY-F
7 KSON-AF	KIFM-F<	7 KGB -F	7 KJQY-F>>	7 KJQY-F>>	7 KSDO-F	KSON	7 KIFM-F	KFMB-F<	KKLQ-F
XHRM-F	8 KGB -F	8 KCBQ-F	8 KSON	8 KSON	8 KFSD-F	KSDO >>	8 KYXY-F	8 KFMB >>	8 KFMB-F>>
KJQY-F	9	9 XTRA-F>	9	9	9 KLOS-F	9 KSDO-F	KKYY-F	9 KSON	9 KSON

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KCEO	1000	VISTS	0.3/1.4/ 12/ 288
KGMG	1320	OCEANSIDE	0.9/1.4/ 30/ 290
KKOS-F	95.9	CARLSBAD	0.6/2.3/ 22/ 476
KOWA	1450	ESCONDIDO/SD	0.3/1.1/ 11/ 225
KOWF-F	92.1	ESCONDIDO/SNDGO	0.3/1.5/ 12/ 303
KPRZ	1210	SAN MARCOS/SD	0.4/1.7/ 13/ 338
KSON	1240	SAN DIEGO	0.4/0.0/ 0/ 0
XEMO	860	TIJUANA	0.8/2.4/ 27/ 494
XHKY-F	95.7	TIJUANA/SD	0.7/1.7/ 26/ 349
XHTZ-F	90.3	TIJUANA	0.8/4.9/ 29/1011
KABC	790	LOS ANGELES	0.5/1.2/ 16/ 249
KBIG-F	104.3	LOS ANGELES	0.5/1.6/ 19/ 324
KFI	640	LOS ANGELES	0.6/2.2/ 20/ 451
KLOS-F	95.5	LOS ANGELES	0.8/1.9/ 29/ 389
KLVE-F	107.5	LOS ANGELES	0.3/0.6/ 11/ 124
KWVE-F	107.9	SAN CLEMENTE	0.3/0.9/ 12/ 189
XPRS	1090	TIJUANA	0.3/0.8/ 12/ 162

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	OLDIES	,	$ N/A	(Republic)	Adams
KFMB,	760,	5 KW (DA-N)	, MOR	CBS,	$ 170.00	(Mc-Guild)	Midwest TV
KKLQ,	600,	5 KW (DA-1)	, CHR	APR, MBS,	$ N/A	(Christal)	Edens
KPOP,	1360,	5 KW/ 1 KW	, NOSTALGIA	NBC,	$ 43.00	(Katz)	Brown
KSDO,	1130,	10 KW (DA-2)	, NEWS/TALK	ABC I,	$ 128.00	(Durpetti)	Gannett
KSON,	1240,	1 KW	, COUNTRY	MBS,	$ N/A	(Banner)	Jeff-Pilot
XTRA,	690,	50 KW (DS-2)	, NEWS	ABC E,	$ 40.00	(MMR)	Noble

FM STATIONS

KCBQ,	105.3,	29 KW @ 620,	OLDIES	,	$ 75.00	(Republic)	Adams
KFMB,	100.7,	30 KW @ 620,	CONTEMP/AC	,	$ 128.00	(Mc-Guild)	Midwest TV
KFSD,	94.1,	100 KW @ 641,	CLASSICAL	,	$ 71.00	(HNWH)	Lotus
KGB ,	101.5,	50 KW @ 470,	AOR	,	$ 153.00	(Katz)	Brown
KGMG,	102.1,	10 KW @ 980,	CLASSIC AOR	SOURCE,	$ 44.00	(Banner)	
KIFM,	98.1,	28 KW @ 640,	JAZZ/NAC	,	$ 79.00	(CBS)	
KJQY,	103.7,	36 KW @ 650,	EZ	,	$ 90.00	(Group W)	Westinghouse
KKLQ,	106.5,	50 KW @ 442,	CHR	,	$ 128.00	(Christal)	Edens
KKOS,	95.9,	3 KW @ 305,	AC	,	$ 40.00	(---)	
KKYY,	94.9,	22 KW @ 710,	AC	,	$ 70.00	(Torbet)	Sandusky
KSON,	97.3,	50 KW @ 442,	COUNTRY	,	$ 99.00	(Banner)	Jeff-Pilot
KSDO,	102.9,	32 KW @ 590,	CLASSIC AOR	SMN,	$ 60.00	(Durpetti)	Gannett
KYXY,	96.5,	41 KW @ 540,	AC	,	$ 70.00	(HNWH)	
XHRM,	92.5,	50 KW @ 600,	BLACK	ABC F,	$ 49.00	(K & P)	
XHTZ,	90.3,	100 KW @ 1000,	CHR	,	$ 40.00	(---)	
XLTN,	104.5,	60 KW @ 1200,	HISPANIC	,	$ 35.00	(Katz Hisp.)	
XTRA,	91.1,	100 KW @ 1000,	AOR	,	$ 92.00	(MMR)	Noble

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
KVSD-A changes to KCEO-A as of February 1990		

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400
ADI # 4
MSA Rank/Pop: (28 San Francisco) 4,700,000
(22 Oakland)
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 51/49
Diaries: 3599/1394:1/49.4%
Sample Target: 2720
% Below Line: 1.2
% Not Listed: 10.3

1989 Revenue: $173,200,000
HH Inc.: $37,970
Retail $: 39.9 Bil
Pop per Station: 102,395
#1 Biller: KGO $21,500,000

12+ METRO		1/4/SHARE	FAL 89	SUM 39	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	633/ 7.4	8.2	7.6	7.0	8.3	7.6	803/11199	8809/17.6	19.8	17.9		8.1	662	8258	KGO
2. KMEL-F	(CHR)	468/ 5.5	4.9	4.8	5.6	5.0	5.2	500/7647	7015/14.0	13.4	13.9		7.7	630	9383	KMEL-F
3. KOIT-AF	(AC)	440/ 5.2	4.8	4.0	4.9	3.8	4.7	448/6947	6741/13.4	13.1	11.9		3.2	262	3896	KOIT-AF
4. KCBS	(N/T)	417/ 4.9	6.1	5.3	4.6	4.6	5.2	502/9456	8021/16.0	20.1	14.2		4.8	289	5567	KCBS
5. KFRC	(BB)	361/ 4.2	3.6	3.1	3.5	3.7	3.6	440/6185	4998/10.0	9.4	9.5		3.4	279	3229	KFRC
6. KABL-AF	(EZ)	328/ 3.8	4.6	3.6	4.5	5.0	4.1	335/4976	4769/ 9.5	10.9	10.2		3.1	247	3085	KABL-AF
7. KIOI-F	(AC)	315/ 3.7	2.6	3.6	3.9	3.6	3.5	326/6442	6147/12.3	9.8	12.0		3.6	293	5085	KIOI-F
8. KRQR-F	(AOR)	246/ 2.9	2.9	2.9	3.0	2.8	2.9	265/5084	4549/ 9.1	7.8	8.5		4.5	363	4766	KRQR-F
9. KSOL-F	(AOR)	233/ 2.7	2.9	3.0	2.7	2.7	2.8	238/4410	4283/ 8.5	8.4	9.0		1.9	313	5607	KSOL-F
10. KXXX-F	(CHR)	232/ 2.7	2.7	2.7	2.8	2.8	2.7	245/5545	5363/10.7	9.7	10.4		3.3	265	5464	KXXX-F
11. KKSF-F	(J/NAC)	229/ 2.7	2.7	2.8	2.3	3.0	2.6	231/3304	3268/ 6.5	6.3	7.2		2.1	172	3108	KKSF-F
12. KBAY-F	(EZ)	221/ 2.6	2.0	2.1	2.0	2.2	2.2	275/3695	2883/ 5.7	4.3	4.9		1.9	156	1441	KBAY-F
13. KBLX-F	(J/NAC)	217/ 2.5	1.9	1.9	2.3	2.3	2.2	224/2978	2893/ 5.8	5.6	6.1		2.5	201	3002	KBLX-F
14. KNBR	(N/T)	211/ 2.5	3.7	5.0	3.5	2.6	3.7	293/6213	4563/ 9.1	13.2	9.1		2.0	161	3183	KNBR
15. KDFC-AF	(CL)	209/ 2.5	2.6	2.3	2.3	2.8	2.4	224/3830	3545/ 7.1	7.6	7.2		1.2	101	2482	KDFC-AF
16. KSAN-F	(C)	207/ 2.4	2.6	2.7	3.4	3.2	2.8	216/3273	3087/ 6.2	7.3	7.4		3.1	254	3065	KSAN-F
17. KITS-F	(CHR)	200/ 2.3	1.8	2.3	2.7	2.6	2.3	205/3756	3614/ 7.2	6.4	6.6		2.4	199	3538	KITS-F
18. KOME-F	(AOR)	198/ 2.3	2.0	1.6	2.0	1.4	2.0	204/2934	2737/ 5.5	4.4	5.0		2.4	197	2743	KOME-F
19. KKHI-AF	(CL)	185/ 2.2	1.9	2.1	2.0	2.3	2.0	189/3183	3089/ 6.2	6.2	6.8		2.1	172	2684	KKHI-AF
20. KFOG-F	(AOR)	173/ 2.0	2.0	2.1	2.0	2.0	2.0	177/3654	3475/ 6.9	7.3	6.7		2.8	226	3621	KFOG-F
21. KNEW	(C)	152/ 1.8	1.5	1.1	1.4	1.3	1.5	156/2119	2044/ 4.1	3.9	3.9		2.1	174	1629	KNEW
22. KHQT-F	(CHR)	134/ 1.6	1.2	1.7	1.2	1.7	1.4	134/2227	2218/ 4.4	3.9	4.4		2.1	170	2424	KHQT-F
23. KSJO-F	(AOR)	120/ 1.4	1.1	1.1	1.1	1.4	1.2	134/2544	2237/ 4.5	4.1	4.7		1.8	152	2750	KSJO-F
24. KYA -F	(O)	118/ 1.4	1.1	1.5	1.7	1.5	1.4	126/3226	3110/ 6.2	4.8	6.6		1.7	140	1974	KYA -F
KDIA	(B)	118/ 1.4	1.3	1.0	1.1	0.8	1.2	118/1510	1506/ 3.0	3.1	2.3		1.7	139	1676	KDIA
26. KSFO	(O)	113/ 1.3	2.0	2.9	2.4	1.7	2.2	124/2950	2760/ 5.5	8.2	7.4		1.8	147	2005	KSFO
KARA-F	(AC)	113/ 1.3	1.1	1.4	1.3	1.1	1.3	114/1907	1812/ 3.6	3.6	4.1		0.8	69	1350	KARA-F
28. KLOK	(SP)	90/ 1.1	1.1	0.5	0.6	0.5	0.8	97/1188	1088/ 2.2	2.3	1.7		0.7	57	927	KLOK
KEZR-F	(AC)	90/ 1.1	0.8	1.0	1.2	0.7	1.0	96/1919	1793/ 3.6	3.0	2.4		0.9	77	1394	KEZR-F
30.																

12+ FM SHARE (METRO): 65.49% (5009 of 7648) (WIN 89: 64.79%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F>	1 KMEL-F>	1 KMEL-F	1 KOIT-AF	1 KOIT-AF	1 KGO >	1 KGO	1 KOIT-AF	1 KMEL-F	1 KMEL-F	1 KGO
2 KXXX-F	2 KRQR-F	2 KOIT-AF	2 KIOI-F	2 KGO	2 KCBS	2 KCBS >	KGO	2 KGO	2 KGO	2 KNBR
3 KHQT-F	3 KIOI-F<	3 KIOI-F	KGO	3 KIOI-F	3 KFRC	3 KMEL-F	3 KFRC	3 KOIT-AF<	3 KNBR >	3 KCBS
4	4 KOIT-AF<	4 KRQR-F	4 KKSF-F	4 KKSF-F	4 KABL-AF	4 KOIT-AF<	4 KABL-AF	4 KCBS	4 KXXX-F	4 KFRC
5	5 KOME-F<	KGO	5 KMEL-F<	5 KMEL-F	5 KOIT-AF>	5 KFRC	5 KIOI-F<	KIOI-F	KSOL-F	5 KIOI-F<
6	6 KITS-F	6 KKSF-F	6 KBLX-F	KCBS	6 KBAY-F	6 KIOI-F	6 KMEL-F	6 KABL-AF	6 KOIT-AF	6 KMEL-F
7	7 KXXX-F	7 KBLX-F	7 KRQR-F	KBLX-F	7 KNBR <	7 KABL-AF	KCBS	KFRC	7 KFRC	7 KSAN-F
8	8 KSOL-F	8 KSOL-F<	8 KCBS	8 KRQR-F	8 KDFC-AF<	8 KNBR	8 KRQR-F	8 KRQR-F	KDFC-AF>	8 KNEW
9	9	9 KITS-F	9	9	9 KKHI-AF	9	9 KKSF-F	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KMEL-F	1 KMEL-F	1 KIOI-F	1 KOIT-AF	1 KOIT-AF
2 KITS-F>	2 KIOI-F>	2 KMEL-F	2 KMEL-F<	2 KIOI-F>
3 KXXX-F>	3 KOIT-AF	3 KOIT-AF>	3 KIOI-F>	3 KMEL-F
4 KIOI-F	4 KXXX-F	4 KBLX-F<	4 KBLX-F	KGO
5 KOIT-AF	KITS-F	5 KSOL-F	5 KSOL-F	5 KABL-AF
KRAK	6 KSOL-F	KKSF-F	6 KGO	KBLX-F
KSOL-F	7 KRQR-F	7 KRQR-F	7 KXXX-F	7 KKSF-F
KHQT-F	8 KBLX-F	8 KOME-F	KKSF-F	8 KSOL-F
9 KRQR-F>	9	9 KXXX-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KMEL-F	1 KRQR-F	1 KMEL-F<	1 KGO
2 KRQR-F<	2 KRQR-F	2 KMEL-F<	2 KRQR-F	2 KOIT-AF
3 KOME-F	3 KOME-F>	3 KOIT-AF	3 KGO	3 KKSF-F
4 KSJO-F	4 KITS-F	4 KOME-F<	4 KOME-F<	4 KCBS
5 KITS-F>	5 KOIT-AF	5 KFOG-F	5 KOIT-AF	5 KRQR-F<
6 KXXX-F<	6 KSJO-F<	6 KKSF-F	6 KKSF-F	6 KFOG-F
7 KSOL-F>	7 KFOG-F	7 KGO	KFOG-F	7 KBLX-F
8 KHQT-F	8 KXXX-F	8 KITS-F	8 KITS-F	8 KNBR
9 KSAN-F	9	9 KBLX-F	9 KCBS	9
10	10	10	KBLX-F	10

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KBRG-F	104.9	Fremont/SF	0.8/1.4/ 68/ 752
KEAR-F	106.9	San Francisco	0.7/0.9/ 68/ 734
KEEN	1370	San Jose	0.5/1.0/ 40/ 525
KFAX	1100	San Francisco	0.7/1.7/ 62/ 880
KHTT-F	92.9	Healdsbrg/SnRsa	0.3/1.4/ 39/ 766
KIQI	1010	San Francisco	0.9/1.9/ 74/ 997
KJAZ-F	92.7	Alameda	0.8/3.1/ 74/1561
KKIQ-F	101.7	Livermore	0.3/1.0/ 28/ 556
KLIV	1590	San Jose	0.5/1.1/ 41/ 563
KOFY	1050	San Mateo/SF	0.8/3.1/ 66/1610
KOFY-F	98.9	San Francisco	0.4/2.6/ 37/1311
KUIC-F	95.3	Vacaville/Fair.	0.4/0.7/ 37/ 499
KWSS-F	94.5	Gilroy	0.6/3.3/ 88/2566
KZST-F	100.1	Santa Rosa	0.7/2.2/ 63/1158
KRAK	1140	Sacramento	0.9/1.1/185/2151
KSFM-F	102.5	Woodland	0.4/1.6/188/3279

RADIO STATIONS

KABL,	960,	5 KW (DA-1)	, BTFL/EZ	,	$ N/A	(Christal)	Shamrock
KCBS,	740,	50 KW (DA-2)	, NEWS/TALK	CBS,	$ 225.00	(CBS)	CBS
KDIA,	1310,	5 KW (DA-1)	, BLACK	,	$ 50.00	(---)	Ragan Henry
KFAX,	1100,	50 KW (DA-1)	, RELIGION	,	$ 45.00	(---)	Salem
KFRC,	610,	5 KW	, NOSTALGIA	US 1 MBS,	$ 60.00	(Republic)	RKO
KGO ,	810,	50 KW	, NEWS/TALK	ABC I,	$ 340.00	(Banner)	Cap Cities/ABC
KIQI,	1010,	10 KW/500W (DA-1)	, HISPANIC	,	$ 57.00	(Caballers)	
KNBR,	680,	50 KW	, MOR	NBC,	$ 190.00	(Eastman)	Susquehanna
KNEW,	910,	5 KW (DA-N)	, COUNTRY	,	$ 70.00	(Katz)	Malrite
KOFY,	1050,	50 KW/1KW (DA-2)	, OLDIES	,	$ 55.00	(K & P)	
KSFO,	560,	5 KW (DA-N)	, OLDIES	US 2,	$ 100.00	(MMR)	King

FM STATIONS

KABL,	98.1,	100 KW @ 940,	BTFL/EZ	,	$ 160.00	(Christal)	Shamrock
KBLX,	102.9,	7 KW @ 1285,	JAZZ/URBAN	,	$ 145.00	(HNWH)	Inner City
KBRG,	104.9,	3 KW @ 300,	HISPANIC	,	$ 55.00	(Lotus)	
KDFC,	102.1,	33 KW @ 1000,	CLASSICAL	,	$ 75.00	(CMBS)	
KFOG,	104.5,	8 KW @ 1370,	AOR	SOURCE,	$ 125.00	(Eastman)	Susquehanna
KIOI,	101.3,	125 KW @ 1160,	AC	,	$ 140.00	(Durpetti)	Fairmont
KITS,	105.3,	15 KW @ 1200,	AOR/CHR	ABC F,	$ 100.00	(Republic)	Entercom
KJAZ,	92.7,	2 KW @ 550,	JAZZ	,	$ 60.00	(Roslin)	
KKHI,	95.7,	9 KW @ 1473,	CLASSICAL	,	$ 80.00	(HNWH)	Buckley
KKSF,	130.7,	8 KW @ 1470,	JAZZ/NAC	,	$ 140.00	(Banner)	Brown
KMEL,	106.1,	69 KW @ 1240,	CHR	,	$ 180.00	(Christal)	Century
KOFY,	98.9,	6 KW @ 1350,	AC	,	$ 70.00	(K & P)	
KOIT,	96.5,	33 KW @ 1410,	SOFT AC	,	$ 137.00	(Torbet)	Bonneville
KRQR,	97.3,	82 KW @ 1100,	AOR	CBS,	$ 135.00	(CBS)	CBS
KSAN,	94.9,	35 KW @ 1290,	COUNTRY	,	$ 170.00	(Katz)	Malrite
KYA ,	93.3,	31 KW @ 593,	OLDIES	US 2,	$ 90.00	(MMR)	King
KSOL,	107.7,	9 KW @ 1590,	BLACK	APR,	$ 135.00	(MMR)	TA/Shaw
KXXX,	99.7,	45 KW @ 1240,	CHR	,	$ 140.00	(Mc-Guild)	Emmis

CALL LETTER CHANGES

KKIS-A changes to KIXA-A
as of February, 1990

FORMAT CHANGES

STATION SALES

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400
MSA Rank/Pop: 30/1,437,800
San Francisco ADI
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 44/16
Diaries: 1385/875:1/48.7%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1989 Revenue: $29,400,000
HH Inc.: $44,492
Retail $: 12.3 Bil
Pop per Station: 75,712
#1 Biller: KOME-F $4,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KBAY-F	(EZ)	145/ 7.0	6.2	6.3	6.6	6.9	6.5	243/3208	1592/13.1	12.3	14.3		5.4	112	1004	KBAY-F
2. KOME-F	(AOR)	139/ 6.8	4.8	4.8	5.0	4.2	5.4	201/2737	1820/15.0	12.5	12.9		7.6	158	1913	KOME-F
3. KHQT-F	(CHR)	127/ 6.2	4.5	6.2	4.1	6.3	5.3	133/2197	1848/15.3	14.2	15.3		7.6	158	2101	KHQT-F
4. KARA-F	(AC)	99/ 4.8	4.2	5.2	5.2	3.7	4.8	111/1806	1501/12.4	12.9	13.6		3.1	64	1107	KARA-F
5. KSJO-F	(AOR)	83/ 4.0	2.2	3.4	3.9	3.5	3.4	125/2399	1534/12.7	10.6	12.2		4.4	91	1819	KSJO-F
6. KEZR-F	(AC)	79/ 3.8	3.1	3.7	4.4	2.8	3.8	95/1901	1498/12.4	10.5	8.5		3.6	75	1147	KEZR-F
7. KWSS-F	(CHR)	46/ 2.2	3.5	4.2	4.4	3.8	3.6	90/2502	1352/11.2	13.1	13.8		3.3	69	1362	KWSS-F
8. KDFC-AF	(CL)	40/ 1.9	1.9	2.0	1.4	1.4	1.8	106/1802	828/ 6.8	7.9	5.6		0.6	13	314	KDFC-AF
9. KEEN	(C)	37/ 1.8	1.3	2.3	3.4	2.4	2.2	39/481	397/ 3.3	4.2	4.1		1.7	36	528	KEEN
10. KLIV	(BB)	34/ 1.7	1.9	1.3	2.3	1.7	1.8	41/532	419/ 3.5	5.2	4.2		1.5	31	372	KLIV
11. KLRS-F	(J/NA)	16/ 0.8	0.6	0.6	0.9	1.1	0.7	37/833	436/ 3.6	2.4	3.6		0.6	13	359	KLRS-F
12. KLOK	(SP)	15/ 0.7	2.4	1.2	1.1	1.1	1.4	52/765	364/ 3.0	4.1	3.2		1.7	35	559	KLOK
13. KAZA	(SP)	14/ 0.7	1.7	0.4	0.8	1.1	0.9	24/370	216/ 1.8	2.6	1.9		0.4	8	128	KAZA
14. KNTA	(SP)	12/ 0.6	1.7	0.4	0.8	1.1	0.9	12/219	219/ 1.8	2.4	2.1		1.4	29	250	KNTA
15. KRTY-F	(C)	9/ 0.4	1.1	1.3	1.3	2.2	1.0	11/446	329/ 2.7	4.3	8.3		0.8	17	273	KRTY-F

12+ FM SHARE (METRO): NA (WIN 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KOME-F>	1 KOME-F>	1 KOME-F	1 KOME-F	1 KBAY-F>>	1 KOME-F	1 KBAY-F	1 KHQT-F	1 KHQT-F>>	1 KSJO-F
2 KWSS-F>	2 KSJO-F	2 KARA-F	2 KARA-F	2 KARA-F	2 KARA-F>	2 KBAY-F	2 KOME-F	2 KOME-F	2 KOME-F<	2 KBAY-F>
3	3 KHQT-F	3 KSJO-F	3 KEZR-F	3 KBAY-F<	3 KLIV	3 KARA-F<	3 KARA-F	KBAY-F>	3 KBAY-F	3 KOME-F
4	4 KEZR-F	4 KHQT-F<	4 KBAY-F	4 KEZR-F>	4 KDFC-AF	4 KHQT-F	4 KHQT-F	4 KARA-F	4 KEZR-F<	4 KLIV
5	5 KARA-F	5 KEZR-F	5 KSJO-F	5 KSJO-F	5 KEEN	5 KEZR-F	5 KSJO-F	5 KSJO-F<	5 KSJO-F	KHQT-F
6	6	6	6 KHQT-F	6 KHQT-F	6	6	6	6 KEZR-F	6	6 KARA-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>	1 KOME-F	1 KOME-F	1 KARA-F	1 KARA-F	1 KOME-F>	1 KOME-F>	1 KOME-F>>	1 KOME-F>	1 KOME-F>
2 KOME-F	2 KHQT-F	2 KEZR-F	2 KEZR-F	2 KBAY-F	2 KSJO-F>	2 KSJO-F>	2 KSJO-F	2 KSJO-F>	2 KARA-F<
3 KSJO-F	KEZR-F	3 KARA-F>>	3 KBAY-F<	3 KEZR-F	3 KHQT-F>>	3 KHQT-F	3 KEZR-F>	3 KARA-F<	3 KSJO-F
4 KWSS-F	4 KARA-F>	4 KHQT-F	4 KOME-F	4 KOME-F>	4 KARA-F	4 KEZR-F>	4 KARA-F	4 KHQT-F	4 KEZR-F
5 KEZR-F	5 KSJO-F	5 KBAY-F	5 KHQT-F	5 KHQT-F	5 KEZR-F	5 KARA-F	5 KHQT-F	5 KEZR-F	5 KBAY-F
KARA-F	6	6	6	6	6	6	6	6	6

OTHER RATED STATIONS	METRO SHARE/	CUME RTG/	TSA AQH/	TSA CUME

RADIO STATIONS

KAZA,	1290,	5 KW (DAYS,DA)	, HISPANIC	CRC,	$ 36.00 (Caballero)	
KEEN,	1370,	5 KW (DA-2)	, COUNTRY	UPI,	$ 45.00 (MMR)	
KLIV,	1590,	5 KW (DA-N)	, NOSTALGIA	,	$ 40.00 (Eastman)	Empire
KLOK,	1170,	5 KW (DA-2)	, HISPANIC	,	$ 40.00 (Katz Hisp.)	
KNTA,	1430,	1 KW (DA-1)	, HISPANIC	,	$ 37.00 (Lotus)	
KARA-F,	105.7,	50 KW @ 500,	AC	,	$ 80.00 (Eastman)	Empire
KRTY-F,	95.3,	.4 KW @ 860,	COUNTRY	,	$ 47.00 (Durpetti)	
KBAY-F,	100.3,	15 KW @ 2580,	BTFL/EZ	,	$ 85.00 (MMR)	Crown
KEZR-F,	106.5,	50 KW @ 430,	AC	,	$ 62.00 (Christal)	
KHQT-F,	97.7,	1.7 KW @ 875,	CHR	,	$ 50.00 (HNWH)	Anaheim
KOME-F,	98.5,	13 KW @ 880,	AOR	,	$100.00 (Torbet)	Infinity
KSJO-F,	92.3,	50 KW @ 464,	AOR	ABC R,	$ 82.00 (Katz)	Narragansett
KWSS-F,	94.5,	1 KW @ 2580,	CHR	,	$ 93.00 (Mc-Guild)	Nationwide

KLRS - See Monterey-Santa Cruz

MISCELLANEOUS COMMENTS: KYAY-F changes calls to KRTY-F as of January...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300 ++

MSA Rank/Pop: 26/1,801,000
ADI # 14

Average Person Ratings: 16.0

Market TSL: 21.0 hours

Stations: 34/37

Diaries: 1894/1154:1/54.5%

Sample Target: 1800

% Below Line: 0.0

% Not Listed: 9.0

1989 Revenue: $80,400,000

HH Inc.: $32,286

Retail $: 19.4 Bil

Pop per Station: 59,089

#1 Biller: KIRO $17,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. KIRO	(N/T)	314/ 9.0	8.7	9.7	9.6	10.0	9.3	336/5917	5264/24.1	26.7	24.3		8.9	315	4695	KIRO
2. KPLZ-F	(CHR)	280/ 8.0	9.1	7.2	7.0	8.6	7.8	335/5120	4335/19.8	20.4	20.1		10.0	353	4276	KPLZ-F
3. KMPS-AF	(C)	239/ 6.9	5.8	7.4	5.0	5.7	6.3	274/3553	2947/13.5	12.5	10.8		5.9	209	2901	KMPS-AF
4. KUBE-F	(CHR)	220/ 6.3	6.0	8.7	7.0	6.9	7.0	234/4025	3638/16.6	17.4	20.0		6.7	236	4730	KUBE-F
5. KOMO	(MOR)	163/ 4.7	5.3	4.5	6.0	5.5	5.1	174/3547	3180/14.5	17.6	15.1		5.4	190	2250	KOMO
6. KISW-F	(AOR)	154/ 4.4	4.7	6.0	4.7	4.2	4.9	186/3027	2614/12.0	11.6	12.6		4.1	145	1897	KISW-F
7. KXRX-F	(AOR)	148/ 4.2	4.2	4.6	4.1	3.8	4.3	179/2799	2473/11.3	10.3	10.3		5.2	183	2200	KXRX-F
8. KBRD-F	(EZ)	143/ 4.1	5.3	4.4	4.7	4.6	4.6	202/2058	1611/ 7.4	9.5	7.5		3.2	112	1231	KBRD-F
9. KING-F	(CL)	141/ 4.0	3.5	2.9	3.7	3.6	3.5	164/2791	2523/11.5	8.6	9.6		3.4	119	1485	KING-F
10. KBSG-AF	(AC)	130/ 3.7	3.3	3.0	3.6	3.7	3.4	147/2614	2232/ 9.6	10.3	10.1		3.3	108	1503	KBSG-AF
11. KLSY-AF	(AC)	114/ 3.3	3.0	3.1	3.8	3.1	3.3	132/2506	2152/ 9.8	9.5	8.8		3.1	108	1700	KLSY-AF
12. KING	(T)	112/ 3.2	2.8	2.4	2.8	2.7	2.8	125/1947	1688/ 7.7	9.4	6.6		2.9	104	1423	KING
13. KNUA-F	(J/NA)	108/ 3.1	1.8	1.8	2.5	2.2	2.3	114/1521	1420/ 6.5	5.7	6.5		2.6	91	1165	KNUA-F
14. KSEA-F	(AC)	107/ 3.1	2.5	2.3	2.2	2.9	2.5	119/1848	1632/ 7.5	7.4	7.3		2.4	86	1099	KSEA-F
15. KLTX-F	(AC)	102/ 2.9	2.9	2.8	3.3	2.6	3.0	134/2127	1792/ 8.2	9.0	7.2		2.1	74	1386	KLTX-F
16. KZOK-F	(AOR)	100/ 2.9	3.2	2.0	2.3	2.2	2.6	116/2886	2489/11.4	11.1	7.6		5.0	177	1923	KZOK-F
17. KRPM-F	(C)	91/ 2.6	3.0	3.5	2.5	2.3	2.9	125/1787	1324/ 6.1	7.3	6.2		3.4	119	1238	KRPM-F
18. KIXI	(BB)	90/ 2.6	3.7	4.6	2.8	3.1	3.4	114/1684	1490/ 6.8	8.6	7.2		2.4	84	1666	KIXI
19. KCMS-F	(REL)	65/ 1.9	1.8	1.4	1.6	2.1	1.7	69/1063	929/ 4.2	4.9	4.6		1.9	69	1339	KCMS-F
20. KVI	(O)	61/ 1.7	1.8	1.5	1.6	2.0	1.6	62/1415	1346/ 6.2	6.4	6.1		1.7	61	1203	KVI
KJR	(O)	61/ 1.7	1.6	1.1	2.0	1.7	1.6	64/1698	1590/ 7.3	6.7	8.1		1.1	38	1285	KJR
22. KEZX-F	(AOR)	56/ 1.6	1.3	1.5	1.3	1.9	1.4	65/993	866/ 4.0	3.7	5.0		1.4	50	757	KEZX-F
23. KMGI-F	(AC)	51/ 1.5	2.5	2.0	2.7	2.8	2.2	58/1334	1078/ 4.9	5.8	6.5		1.5	52	809	KMGI-F
24.																
25.																

12+ FM SHARE (METRO): 68.95% (2198 of 3188) (WIN 89: 67.49%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KPLZ-F<	1 KUBE-F	1 KIRO	1 KIRO	1 KIRO >	1 KIRO >	1 KMPS-AF	1 KPLZ-F	1 KPLZ-F	1 KIRO >>
2 KUBE-F	2 KUBE-F	KPLZ-F	2 KXRX-F	2 KMPS-AF	2 KMPS-AF	2 KPLZ-F	2 KIRO	2 KIRO	2 KIRO >	2 KOMO >
3	3 KISW-F	3 KXRX-F<	3 KBSG-AF<	3 KXRX-F<	3 KOMO	3 KUBE-F	3 KPLZ-F<	3 KUBE-F	3 KUBE-F	3 KPLZ-F<
4	4 KXRX-F>	4 KISW-F<	4 KMPS-AF	4 KBSG-AF	4 KBRD-F	4 KOMO	4 KUBE-F<	4 KXRX-F<	4 KLSY-AF<	4 KBSG-F
5	5 KZOK-F<	5 KIRO	5 KNUA-F<	5 KUBE-F<	5 KING-F	5 KMPS-AF>	5 KISW-F<	5 KMPS-AF	5 KISW-F	5 KLSY-F
6	6 KLSY-AF	6 KBSG-AF	6 KUBE-F<	6 KNUA-F	6 KIXI	6 KISW-F	6 KBRD-F	6 KISW-F	6 KING-F	KISW-F<
7	7	7 KMPS-AF	7 KPLZ-F	7 KPLZ-F	KING	7 KXRX-F	7 KOMO	7 KOMO	7 KMPS-AF	7 KUBE-F<
8	8	8	8 KZOK-F	8	8	8	KING-F	8	KBSG-AF	8 KMPS-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KUBE-F<	1 KUBE-F	1 KLSY-AF	1 KUBE-F	1 KMPS-AF
2 KPLZ-F>	2 KPLZ-F	2 KUBE-F	2 KPLZ-F	2 KBSG-AF
3 KISW-F	3 KLSY-AF>	3 KPLZ-F<	3 KLSY-AF	3 KLSY-AF
4 KSEA-F	4 KXRX-F	4 KMPS-AF	4 KBSG-AF<	4 KIRO <
5 KLSY-AF	KISW-F<	5 KBSG-AF	5 KMPS-AF	5 KUBE-F
6 KXRX-F	6 KMPS-AF	6 KNUA-F<	6 KLTX-F<	KLTX-F<
7	7 KBSG-AF	7 KXRX-F	7 KSEA-F	7 KPLZ-F<
8	8	KLTX-F	8	8 KNUA-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KISW-F	1 KISW-F	1 KXRX-F	1 KXRX-F	1 KIRO
2 KPLZ-F<	2 KXRX-F	2 KZOK-F	2 KISW-F<	2 KXRX-F
3 KUBE-F>	3 KPLZ-F	3 KISW-F	3 KIRO	3 KZOK-F<
4 KXRX-F>	4 KZOK-F	4 KIRO >	4 KPLZ-F<	4 KMPS-AF
5 KLSY-AF	KUBE-F	5 KPLZ-F	5 KUBE-F	5 KNUA-F<
6	6 KIRO	6	6 KZOK-F	6 KUBE-F
7	7	7	7	KISW-F
8	8	8	8	8

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KCIS	630	Edmonds	1.2/2.9/ 41/ 657
KEZX	1150	Seattle	0.4/1.1/ 14/ 244
KGNW	820	Burien/Seattle	0.7/1.9/ 24/ 449
KKFX	1250	Seattle	0.4/1.8/ 13/ 388
KRIZ	1420	Renton/Seattle	0.4/0.8/ 15/ 168
KRKO	1380	Everett/Seattle	0.3/0.7/ 11/ 160
KRPM	770	Seattle/Tacoma	0.3/0.9/ 9/ 216
KZOK	1590	Seattle	0.3/0.9/ 12/ 197

RADIO STATIONS

AM STATIONS

KCIS,	630,	5 KW/2.5KW(DA-2),	RELIGION	UPI,	$ 40.00	(---)	
KING,	1090,	50 KW (DA-2)	, TALK	NBC,	$ 60.00	(MMR)	King
KIRO,	710,	50 KW (DA-N)	, NEWS/TALK	CBS,	$ 287.00	(Torbet)	Bonneville
KIXI,	880,	50 KW/10 KW(DA-2),	NOSTALGIA	,	$ 53.00	(Republic)	Noble
KJR ,	950,	5 KW (DA-1)	, AC	,	$ 55.00	(HNWH)	Ackerly
KOMO,	1000,	50 KW (DA-N)	, MOR	ABC I,	$ 160.00	(Katz)	
KVI ,	570,	5 KW	, OLDIES	,	$ 50.00	(Durpetti)	Golden West

FM STATIONS

KBRD,	103.7,	100 KW @ 1670,	BTFL/EZ	,	$ 76.00	(CBS)	Entercom
KBSG,	97.3,	19 KW @ 700,	OLDIES	,	$ 90.00	(Torbet)	Viacom
KCMS,	105.3,	115 KW @ 710,	RELIGION	UPI,	$ 47.00	(---)	
KEZX,	98.9,	100 KW @ 1095,	JAZZ/AOR	ABC E,	$ 60.00	(Republic)	Park
KING,	98.1,	100 KW @ 700,	CLASSICAL	,	$ 72.00	(MMR)	King
KISW,	99.9,	100 KW @ 1134,	AOR	,	$ 110.00	(Mc-Guild)	Nationwide
KLSY,	92.5,	100 KW @ 1085,	AC	APR, ABC C,	$ 87.00	(Banner)	Sandusky
KLTX,	95.7,	100 KW @ 1166,	SOFT AC	,	$ 64.00	(HNWH)	Ackerly
KMGI,	107.7,	100 KW @ 1175,	AC	,	$ 66.00	(Republic)	Noble
KMPS,	94.1,	98 KW @ 1140,	COUNTRY	APR,	$ 125.00	(Mc-Guild)	EZ
KNUA,	106.9,	100 KW @ 810,	JAZZ/NAC	ABC R,	$ 60.00	(Durpetti)	Gannett
KPLZ,	101.5,	100 KW @ 1185,	CHR	,	$ 85.00	(Durpetti)	Golden West
KRPM,	106.1,	100 KW @ 690,	COUNTRY	,	$ 66.00	(Christal)	Heritage
KSEA,	100.7,	100 KW @ 720,	SOFT AC	,	$ 71.00	(Torbet)	Bonneville
KUBE,	93.3,	100 KW @ 1273,	CHR	,	$ 150.00	(MMR)	Cook Inlet
KXRX,	96.5,	81 KW @ 1205,	CLASSIC AOR	,	$ 100.00	(Katz)	Shamrock
KZOK,	102.5,	100 KW @ 1157,	AOR	,	$ 74.00	(Banner)	

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000

MSA Rank/Pop: 86/588,100
ADI # 96
Average Person Ratings: 17.9
Market TSL: 23.75 hours

Stations: 23/12
Diaries: 914/1781:1/51.3%
Sample Target: 890
% Below Line: 33.8
% Not Listed: 16.6

1989 Revenue: $12,000,000
HH Inc.: $28,374
Retail $: 4.8 Bil
Pop per Station: 41,833
#1 Biller: WHYN-AF $5,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHYN-F	(AC)	98/10.9	8.5	9.7	11.5	8.2	10.1	107/1487	1342/26.7	23.0	23.5		9.0	70	1142	WHYN-F
2. WAQY-F	(AOR)	88/ 9.8	9.6	10.7	9.8	8.6	10.0	96/1339	1218/24.3	20.5	23.8		10.6	82	1259	WAQY-F
3. WTIC-F	(CHR)	77/ 8.6	7.5	10.5	7.6	9.1	8.6	78/1041	1027/20.5	20.9	22.5		10.8	84	1283	WTIC-F
4. WMAS	(BB)	67/ 7.4	7.7	4.0	5.3	5.9	6.1	67/508	508/10.1	11.3	11.2		6.4	50	394	WMAS
5. WMAS-F	(AC)	55/ 6.1	8.5	8.0	9.2	7.3	7.9	56/903	852/17.0	18.1	17.9		7.0	54	822	WMAS-F
6. WHYN	(MOR)	52/ 5.8	7.1	7.8	8.3	5.3	7.3	52/871	868/17.3	16.0	15.4		5.2	40	670	WHYN
7. WWYZ-F	(C)	40/ 4.4	3.8	3.0	3.5	2.6	3.7	42/414	399/ 7.9	6.9	6.6		3.7	29	441	WWYZ-F
WRCH-F	(SAC)	40/ 4.4	6.5	6.1	7.2	10.1	6.1	43/674	626/12.5	14.1	17.8		3.1	24	406	WRCH-F
9. WCCC-F	(AOR)	33/ 3.7	4.1	3.1	2.2	2.9	3.3	34/577	560/11.2	10.7	10.0		3.1	24	408	WCCC-F
10. WAAF-F	(AOR)	26/ 2.9	1.9	1.3	1.8	2.6	2.0	32/526	457/ 9.1	9.0	8.8		4.4	34	591	WAAF-F
11. WKSS-F	(CHR)	21/ 2.3	1.1	1.7	1.6	1.2	1.7	21/426	423/ 8.4	8.4	7.6		3.2	25	533	WKSS-F
WDRC-F	(O)	21/ 2.3	2.8	2.0	1.7	2.6	2.2	24/428	415/ 8.3	8.1	10.1		3.5	27	333	WDRC-F
WHMP-F	(CHR)	21/ 2.3	2.1	2.9	2.4	3.2	2.4	23/524	467/ 9.3	8.7	9.7		2.1	16	462	WHMP-F

12+ FM SHARE (METRO): 73.90% (555 of 751) (WIN 89: 71.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>>	1 WAQY-F>	1 WAQY-F	1 WHYN-F>	1 WHYN-F>	1 WMAS	1 WHYN-F	1 WHYN-F	1 WAQY-F	1 WAQY-F	1 WTIC
2 WAQY-F>>	2 WTIC-F>	2 WHYN-F	2 WAQY-F	2 WAQY-F	2 WHYN-F>	2 WHYN	2 WAQY-F	2 WTIC-F	2 WTIC-F>	2 WHYN-F
3 WKSS-F	3 WHYN-F	3 WTIC-F>	3 WTIC-F	3 WMAS-F<	3 WHYN	3 WMAS	3 WMAS	3 WHYN-F	3 WMAS-F	3 WRCH-F
WHYN-F	4 WCCC-F>	4 WMAS-F	4 WMAS-F	4 WTIC-F	4 WMAS-F	4 WTIC-F	4 WMAS-F	4 WMAS	4 WMAS	WMAS-F
WHMP-F	5 WMAS-F	5 WCCC-F	5 WHYN	5 WWYZ-F	5 WRCH-F	5 WMAS-F	5 WTIC-F	5 WMAS-F	WHYN-F	5
6	6	6	6	6	6 WWYZ-F	WAQY-F	6	6		6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>	1 WTIC-F>	1 WTIC-F	1 WHYN-F<	1 WHYN-F>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F
2 WAQY-F>>	2 WAQY-F	WHYN-F>	2 WTIC-F>	2 WMAS-F	2 WCCC-F>>	2 WCCC-F	2 WHCN-F	2 WHYN-F	2 WHYN-F>>
3 WMAS-F	3 WHYN-F>	3 WAQY-F>	3 WAQY-F	3 WTIC-F>	3 WTIC-F	3 WTIC-F	3 WTIC-F	3 WCCC-F	3 WWYZ-F
4 WAAF-F	4 WMAS-F	4 WMAS-F>	4 WMAS-F	4 WWYZ-F	WHMP-F	4 WHCN-F	4 WCCC-F	4 WTIC-F	WTIC-F
5 WHYN-F>	5 WKSS-F	5 WCCC-F	5	WHYN	5 WMAS-F>	5 WHYN-F	WHYN-F	5 WHCN-F	WHCN-F
6 WCCC-F>	6	WHYN	6	6 WRCH-F	6	6	6	6	6
7 WHMP-F	7	7	7	7 WAQY-F		7		7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WARE	1250	Ware	0.7/2.6/ 6/ 135
WHMP	1400	Northampton	1.9/4.6/ 17/ 233
WIXY	1600	East Longmeadow	0.4/1.9/ 4/ 99
WNNZ	640	Westfield	1.2/4.4/ 11/ 245
WREB	930	Holyoke	1.7/2.6/ 15/ 129
WSPR	1270	Springfield	1.4/4.6/ 13/ 240
WHCN-F	105.9	Hartford	2.1/6.9/ 19/ 352
WIOF-F	104.1	Waterbury	0.6/1.9/ 5/ 96
WSRS-F	96.1	Worcester	1.2/3.5/ 11/ 208
WTIC	1080	Hartford	1.2/4.5/ 12/ 243

RADIO STATIONS

WHMP, 1400, 1 KW , MOR	NBC, $ 18.00 (K & P)	
WHYN, 560, 5 KW/1 KW (DA-2) , MOR/AC	ABC I, $ 35.00 (Mc-Guild)	Wilkes-Schwartz
WMAS, 1450, 1 KW , NOSTALGIA	MBS, $ 28.00 (Banner)	Lappin
WNNZ, 640, 50 KW/1 KW (DA-2) , OLDIES	US 2, CBS, $ 25.00 (---)	
WREB, 930, 500 W (DAYS) ,	, $ 13.00 (---)	
WSPR, 1270, 5 KW/1 KW (DA-2) , TALK	MBS, APR, $ 20.00 (Roslin)	
WAQY-F, 102.1, 27 KW @ 650, AOR	ABC F, $ 55.00 (Katz)	Sunshine
WHMP-F, 99.3, 3 KW @ 300, CHR	, $ 25.00 (K & P)	
WHYN-F, 93.1, 9 KW @ 1000, AC	, $ 64.00 (Mc-Guild)	Wilkes-Schwartz
WMAS-F, 94.1, 50 KW @ 360, AC	, $ 56.00 (Banner)	Lappin

OTHER RANKED STATIONS — See Hartford

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300

MSA Rank/Pop: 74/652,400
ADI # 68
Average Person Ratings: 17.2
Market TSL: 23.00 hours

Stations: 23/18
Diaries: 1010/353:1/61.4%
Sample Target: 920
% Below Line: 6.6
% Not Listed: 14.7

1989 Revenue: $17,000,000
HH Inc.: $30,327
Retail $: 4.6 Bil
Pop per Station: 30,016
#1 Biller: WYYY-F $5,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WNTQ-F	(CHR)	119/12.8	11.4	10.0	13.9	15.3	12.0	146/1974	1508/27.9	28.9	31.8	11.2	101	1578	WNTQ-F
2. WYYY-F	(AC)	105/11.3	14.1	15.7	11.8	14.7	13.2	129/1884	1558/28.8	32.0	36.0	11.7	86	937	WYYY-F
3. WSYR	(MOR)	90/ 9.7	9.6	10.0	10.8	10.0	10.0	95/1629	1400/25.9	25.3	25.7	11.0	81	803	WSYR
4. WKFM-F	(CL AOR)	74/ 8.0	6.2	7.3	7.4	5.9	7.2	89/1260	872/16.1	18.5	17.4	10.3	93	1066	WKFM-F
5. WAQX-F	(AOR)	70/ 7.5	6.7	7.3	7.8	6.2	7.3	87/1257	974/18.0	18.8	18.8	9.2	83	1220	WAQX-F
6. WSEN-AF	(O)	52/ 5.6	5.5	5.8	5.8	4.9	5.7	58/838	702/13.0	14.1	13.5	2.9	21	329	WSEN-AF
WRHP-F	(EZ)	52/ 5.6	6.9	6.6	6.5	7.7	6.4	73/728	544/10.1	12.5	12.3	4.8	43	433	WRHP-F
8. WHEN	(MOR)	33/ 3.5	3.3	3.3	4.2	3.2	3.6	39/770	685/12.7	11.4	12.3	4.4	40	530	WHEN
9. WEZG-F	(SAC)	32/ 3.4	3.1	2.7	2.7	4.6	3.0	32/533	496/ 9.2	9.5	11.2	2.7	24	248	WEZG-F
10. WFBL	(BB)	27/ 2.9	4.5	2.8	0.7	---	2.7	32/458	372/ 6.9	9.1	0.0	1.4	13	196	WFBL
11. WPCX-F	(C)	26/ 2.8	2.1	2.1	4.0	2.3	2.8	52/672	322/ 6.0	5.9	5.2	2.2	16	177	WPCX-F
12. WSCP-AF	(C)	19/ 2.0	1.8	1.3	0.8	2.2	1.5	22/220	190/ 3.5	2.4	4.2	3.1	23	161	WSCP-AF
WNDR	(C)	19/ 2.0	1.7	1.5	2.6	2.5	2.0	20/345	316/ 5.8	6.1	5.6	1.3	12	163	WNDR

12+ FM SHARE (METRO): 75.28% (597 of 793) (WIN 89: 78.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F	1 WYYY-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WSYR >	1 WSYR	1 WYYY-F	1 WNTQ-F	1 WNTQ-F>	1 WSYR >>
2	2 WNTQ-F<	2 WNTQ-F	2 WSEN-AF<	2 WSEN-AF	2 WRHP-F	2 WYYY-F	2 WAQX-F	2 WYYY-F	2 WSYR	2 WYYY-F
3	3 WAQX-F	3 WKFM-F<	3 WKFM-F	WKFM-F	3 WYYY-F	3 WNTQ-F>>	3 WNTQ-F	3 WAQX-F<	3 WKFM-F	3 WKFM-F
4	4 WKFM-F	4 WAQX-F>	4 WNTQ-F	4 WNTQ-F	4 WSEN-AF	4 WKFM-F<	WKFM-F>	4 WKFM-F	4 WYYY-F>	WAQX-F<
5	5	5 WSEN-AF	5 WAQX-F	5 WSYR <	5 WEZG-F<	5 WAQX-F>>	5 WRHP-F	5 WSYR	5 WAQX-F	5 WNTQ-F
6	6	6	6	6 WAQX-F	6 WFBL	6 WSCP-AF	6 WSEN-AF>>	6 WSEN-AF	6	6
7	7	7	7	7	7	7	7 WSCP-AF	7 WRHP-F>>	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F>>	1 WNTQ-F<	1 WYYY-F>>	1 WYYY-F	1 WYYY-F>	1 WAQX-F>>	1 WAQX-F	1 WKFM-F>	1 WKFM-F	1 WKFM-F
2 WYYY-F>	2 WYYY-F>>	2 WNTQ-F>	2 WNTQ-F>>	2 WNTQ-F>	2 WKFM-F	2 WKFM-F>	2 WYYY-F<	WAQX-F	2 WSEN-AF<
3 WKFM-F	3 WAQX-F	3 WSEN-AF	3 WKFM-F	3 WEZG-F	3 WNTQ-F>	3 WYYY-F	3 WAQX-F>	3 WYYY-F	3 WYYY-F>
4 WAQX-F>>	4 WKFM-F	WAQX-F	4 WAQX-F<	4 WSYR	4 WRHP-F	4 WNTQ-F	4 WSEN-AF>	4 WSEN-AF	4 WAQX-F>
5 WSEN-AF	5	5 WKFM-F	5 WSEN-AF	5 WSEN-AF	5 WYYY-F>	5	5 WPCX-F	5 WNTQ-F	5 WSYR
WOUR-F	6	6 WPCX-F>	6	6	6 WSYR >>	6	WOUR-F	6	6 WNTQ-F
WKGW-F>>	7	7	7	7	7	7	WNTQ-F>	7	7

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WGES-F	105.5	Oswego	0.9/2.2/ 8/ 119
WMCR	1600	Oneida	0.6/1.1/ 8/ 75
WMHR-F	102.9	Syracuse	1.3/3.6/ 16/ 324
WXRA	1220	North Syracuse	1.5/2.5/ 14/ 133
WFRG-F	96.1	Rome/Utica	1.1/2.4/ 25/ 356
WKGW-F	104.3	Utica/Rome	0.6/2.0/ 17/ 284
WOUR-F	96.9	Utica	1.3/4.0/ 44/ 494
WRCK-F	107.3	Utica	0.8/2.6/ 24/ 365

RADIO STATIONS

WFBL, 1390,	5 KW (DA-N)	, NOSTALGIA	CNN,	$ 17.00	(Christal)	Wilkes-Schwartz
WHEN, 620,	5 KW/1 KW (DA-N)	, MOR/AC	ABC E,	$ 34.00	(Banner)	Park
WNDR, 1260,	5 KW (DA-N)	, COUNTRY	CBS,	$ 18.00	(Mc-Guild)	Osborn
WSYR, 570,	5 KW (DA-2)	, MOR	NBC,	$ 77.00	(Katz)	NewCity
WAQX-F, 95.7,	25 KW @ 300,	AOR	ABC R,	$ 46.00	(MMR)	Atlantic Ventures
WEZG-F, 100.9,	3 KW @ 165,	SOFT AC	,	$ 28.00	(Durpetti)	---
WKFM-F, 104.7,	50 KW @ 500,	AOR	SOURCE,	$ 34.00	(Christal)	Wilkes-Schwartz
WMHR-F, 102.9,	20 KW @ 780,	RELIGION	,	$ 10.00	(---)	
WNTQ-F, 93.1,	97 KW @ 660,	CHR	,	$ 50.00	(Mc-Guild)	Osborn
WRHP-F, 107.9,	50 KW @ 500,	BTFL/EZ	ABC D,	$ 38.00	(Banner)	Park
WSEN-F, 92.1,	25 KW @ 300,	OLDIES	,	$ 32.00	(HNWH)	Buckley
WYYY-F, 94.5,	100 KW @ 650,	AC	,	$ 106.00	(Katz)	NewCity
WPCX-F, 106.9,	45 KW @ 530,	COUNTRY	SMN,	$ 18.00	(Market)	Scott (AUBURN)

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700

MSA Rank/Pop: 21/2,004,900
ADI # 17
Average Person Ratings: 18.5
Market TSL: 24.75 hours

Stations: 27/25
Diaries: 1789/1008:1/53.4%
Sample Target: 1640
% Below Line: 8.0
% Not Listed: 11.5

1989 Revenue: $60,500,000
HH Inc.: $24,733
Retail $: 16.0 Bil
Pop per Station: 72,148
#1 Biller: WRBQ-F $17,500,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	WFLZ-F	(CHR)	336/10.1	11.6	2.6	3.5	2.7	7.0	476/5541	4014/22.3	20.3	8.0		15.9	474	4138	WFLZ-F
2.	WRBQ-AF	(CHR)	315/ 9.5	9.6	14.4	15.1	15.5	12.1	371/4936	3958/21.9	28.7	33.8		9.2	264	3528	WRBQ-AF
3.	WWRM-F	(AC)	297/ 8.9	8.2	9.9	7.5	6.3	8.6	355/4266	3592/19.9	20.3	17.3		6.9	206	2344	WWRM-F
4.	WQYK-F	(C)	249/ 7.5	8.9	7.5	7.8	6.1	7.9	292/3190	2619/14.5	15.4	12.0		6.5	195	2533	WQYK-F
5.	WYNF-F	(AOR)	212/ 6.4	5.6	7.4	6.8	7.5	6.6	365/3880	2491/13.8	13.5	13.9		9.8	293	2607	WYNF-F
6.	WUSA-F	(AC)	187/ 5.6	7.9	5.0	5.9	5.6	6.1	216/3150	2724/15.1	16.0	12.0		3.2	97	1809	WUSA-F
7.	WDUV-F	(EZ)	179/ 5.4	5.4	6.2	6.7	6.8	5.9	325/3282	1839/10.2	11.8	11.4		2.1	63	903	WDUV-F
8.	WXTB-F	(AOR)	145/ 4.4	2.2	1.9	3.2	3.1	2.9	161/2221	1892/10.5	7.7	9.7		4.0	120	1785	WXTB-F
9.	WGUL-AF	(BB)	145/ 4.3	3.5	3.8	3.7	5.5	3.8	145/1282	1282/ 7.1	7.3	8.9		2.9	64	699	WGUL-AF
10.	WNLT-F	(AC)	128/ 3.8	3.9	4.4	5.7	4.3	4.4	141/2267	1944/10.8	10.7	12.5		4.5	135	1537	WNLT-F
11.	WYUU-F	(O)	117/ 3.5	2.4	1.4	1.7	2.3	2.3	145/2060	1661/ 9.2	5.5	5.2		3.1	93	1385	WYUU-F
12.	WFLA	(N/T)	100/ 3.0	3.8	5.0	4.2	6.3	4.0	123/1972	1635/ 9.1	9.8	10.4		5.2	155	2251	WFLA
13.	WHVE-F	(J/NA)	88/ 2.6	2.3	2.8	3.0	3.1	2.7	144/2160	1270/ 7.0	7.2	6.1		5.5	164	1594	WHVE-F
14.	WDAE	(BB)	86/ 2.6	1.9	2.6	3.9	3.0	2.8	93/994	900/ 5.0	4.8	6.2		1.4	43	576	WDAE
15.	WSUN	(N/T)	79/ 2.4	2.0	2.2	2.6	1.9	2.3	105/1690	1194/ 6.6	7.3	5.9		1.5	46	844	WSUN
16.	WTMP	(B)	73/ 2.2	1.8	2.5	1.6	2.4	2.0	73/701	667/ 3.7	3.8	4.5		0.7	21	357	WTMP
17.	WLVU-F	(BB)	43/ 1.3	2.2	1.5	1.2	0.8	1.5	53/611	566/ 3.1	4.1	2.8		1.1	33	224	WLVU-F
18.	WTKN	(T)	41/ 1.2	1.6	1.0	1.1	0.9	1.2	49/975	821/ 4.6	6.3	4.2		1.2	37	568	WTKN
19.	WLFF	(BB)	38/ 1.1	1.2	1.5	0.9	1.2	1.2	56/537	403/ 2.2	2.8	1.9					WLFF
20.																	

12+ FM SHARE (METRO): 80.79% (2381 of 2947) (WIN 89: 76.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WFLZ-F<	1 WRBQ-AF<	1 WRBQ-AF	1 WRBQ-AF	1 WWRM-F	1 WRBQ-AF	1 WWRM-F>	1 WFLZ-F	1 WFLZ-F>>	1 WFLZ-F>>
2 WRBQ-AF>>	2 WYNF-F	2 WFLZ-F	2 WWRM-F<	2 WWRM-F	2 WQYK-F	2 WYNF-F	2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF	2 WWRM-F
3	3 WRBQ-AF	3 WYNF-F>	3 WYNF-F	3 WYNF-F<	3 WDUV-F	3 WQYK-F<	3 WFLZ-F<	3 WWRM-F	3 WWRM-F	3 WTKN <
4	4 WXTB-F>	4 WWRM-F	4 WFLZ-F	4 WFLZ-F	4 WRBQ-AF	4 WFLZ-F<	4 WUSA-F	4 WQYK-F	4 WQYK-F	4 WQYK-F
5	5 WUSA-F	5 WUSA-F<	5 WUSA-F<	5 WQYK-F	WGUL-AF>	5 WWRM-F>	5 WQYK-F	5 WYNF-F	5 WXTB-F	5 WRBQ-F
6	6 WWRM-F<	6 WXTB-F	6 WQYK-F	6 WUSA-F	6 WUSA-F	6 WUSA-F	6 WYNF-F<	6 WUSA-F	6 WSUN	6 WYNF-F
7	7 WNLT-F	7 WNLT-F<	7 WYUU-F<	7 WYUU-F	7 WFLA <	7 WDUV-F	7 WDUV-F	7 WXTB-F	7 WYNF-F	7 WSUN
8	8	8 WQYK-F	8 WNLT-F	WNLT-F	8 WDAE	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WRBQ-AF<	1 WFLZ-F<	1 WRBQ-AF
2 WYNF-F	2 WRBQ-AF<	2 WFLZ-F	2 WRBQ-AF>	2 WWRM-F>
3 WUSA-F>	3 WUSA-F	3 WUSA-F	3 WUSA-F	3 WFLZ-F
4 WRBQ-AF	4 WYNF-F	4 WNLT-F	4 WWRM-F	4 WUSA-F
5 WXTB-F	5 WNLT-F	5 WWRM-F	5 WNLT-F	5 WQYK-F
WNLT-F>>	6 WXTB-F	6 WYNF-F	6 WYNF-F	WNLT-F
7	7 WWRM-F	7 WXTB-F	7 WQYK-F	7
8	8	8	8 WXTB-F	8

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F	1 WYNF-F
2 WYNF-F<	2 WFLZ-F	2 WRBQ-AF	2 WRBQ-AF	2 WRBQ-AF>
3 WXTB-F	3 WRBQ-AF<	3 WFLZ-F<	3 WFLZ-F	3 WWRM-F
4 WRBQ-AF>>	4 WXTB-F>>	4 WXTB-F>	4 WXTB-F	4 WYUU-F
5	5 WWRM-F	5 WWRM-F	5 WWRM-F	5 WQYK-F
6	6 WHVE-F	6 WHVE-F>	6 WYUU-F	WFLZ-F
7	7 WYUU-F	7 WYUU-F	7 WQYK-F	7 WHVE-F
8	8	8	8	8

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
WAMA	1550	Tampa	0.5/0.6/ 16/ 104
WHBO	1040	Tampa	0.6/1.5/ 22/ 340
WPSO	1500	New Port Richey	0.3/0.6/ 10/ 111
WQYK	1010	Seffner/Tampa	0.6/2.0/ 22/ 419
WRXB	1590	St Pete Bch/Tam	0.3/1.1/ 20/ 254
WWJB	1450	Brooksville	0.4/0.7/ 15/ 157

RADIO STATIONS

AM STATIONS

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WDAE, 1250,  5 KW (DA-N)        , NOSTALGIA             ABC I, $  54.00 (Mc-Guild)        Gannett
WFLA,  970,  5 KW (DA-2)        , NEWS/TALK             ABC I, $  68.00 (Eastman)         Jacor
WHBO, 1040,  5 KW (DAYS)        , OLDIES                     , $  38.00 (MMR)             Metroplex
WLFF,  680,  1 KW (DAYS)        , NOSTALGIA                  , $  27.00 (---)             Century
WQYK, 1010, 50 KW/5 KW (DA-2)   , BASICALLY A SIMULCAST WITH WQYK-F
WRBQ, 1380,  5 KW (DA-N)        , SIMULCAST WITH WRBQ-F

WRXB, 1590,  5 KW/1 KW (DA-2)   , BLACK           NBN, ABC C, $  26.00 (---)
WSUN,  620, 10 KW (DA-N)        , NEWS/TALK         CBS, MBS, $  71.00 (CBS)             CBS
WTKN,  570,  5 KW/10 KW (DA-2)  , TALK              MBS, NBC, $  48.00 (HNWH)            Susquehanna
WTMP, 1150,  5 KW/2.5 KW (DA-2), BLACK                   SBN, $  34.00 (HNWH)
WGUL,  860,  2 KW/1.6 KW (DA-2), SIMULCAST WITH WGUL-F
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FM STATIONS

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WFLZ,  93.3,  99 KW @ 1350, CHR                       ABC E, $  60.00 (Eastman)         Jacor
WGUL, 105.5,   3 KW @  300, NOSTALGIA                   MBS, $  44.00 (Roslin)          Marcocci
WXTB,  97.9, 100 KW @  649, AOR                      SOURCE, $  79.00 (Banner)          Great American
WLVU, 106.3,   3 KW @  300, NOSTALGIA                      , $  35.00 (---)
WNLT,  95.7, 100 KW @  650, AC                             , $  84.00 (MMR)             Metroplex
WQYK,  99.5, 100 KW @  550, COUNTRY                        , $ 136.00 (Katz)            Infinity

WRBQ, 104.7, 100 KW @  555, CHR                       ABC F, $ 325.00 (Christal)        Edens
WUSA, 100.7, 100 KW @  630, AC                             , $ 108.00 (Mc-Guild)        Gannett
WWRM, 107.3, 100 KW @  649, SOFT AC                        , $  80.00 (Durpetti)        Cox
WYUU,  92.5,  50 KW @  500, OLDIES                      UPI, $  48.00 (CMBS)            Entercom
WYNF,  94.9, 100 KW @ 1360, AOR                      RADRAD, $  98.00 (CBS)             CBS

WHVE, 102.5, 100 KW @  570, JAZZ/NAC                       , $  58.00 (HNWH)            Susquehanna (SARASOTA)
WDUV, 103.3, 100 KW @  649, BTFL/EZ                     MBS, $  60.00 (Christal)                    (BRADENTON)
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************************************************** F O R M A T   C O D E S **************************************************
*                                                                                                                            *
*  CHR - Contemporart Hit Radio, Top 40, Contemporary                    T    - Talk                                         *
*  AC  - Adult Contemporary                                              N    - News                                         *
*  O   - Oldies (1955 to near 1988)                                      SP   - Hispanic/Spanish                             *
*  B   - Black (audience predominantly Black - over 75%)                 BB   - Big Band, Nostalgia                          *
*  U   - Urban (majority of audience is non-white                        M    - Middle of Road (MOR), Full                   *
*              although a large segment is white)                               Service, Variety                             *
*  EZ  - EZ listening, Beautiful Music                                   J/NA - Jazz and New Age                             *
*  AOR - Album Oriented Rock, also includes Classic Rock                 R    - Religion, Christian, Christian Music*
*  CL  - Classical                                                       G    - Gospel                                       *
*  C   - Country                                                         E    - Ethnic                                       *
*  SAC - Soft Adult Contemporary                                         ?    - Others or Unknown                            *
*                                                                                                                            *
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TOLEDO

Arbitron Rank/Pop (12+): 72/502,600
MSA Rank/Pop: 81/612,500
ADI # 63
Average Person Ratings: 17.2
Market TSL: 22.50 hours

Stations: 23/14
Diaries: 1031/487:1/56.0%
Sample Target: 1010
% Below Line: 11.0
% Not Listed: 12.6

1989 Revenue: $14,700,000
HH Inc.: $29,055
Retail $: 5.2 Bil
Pop per Station: 35,900
#1 Biller: WTOD $3,200,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	118/13.7	12.7	9.7	12.9	11.4	12.3	174/2144	1300/25.9	24.6	24.4		19.2	174	1341	WIOT-F
2. WVKS-F	(CHR)	86/10.0	7.5	9.3	7.7	9.7	8.6	146/2490	1426/28.4	28.8	26.3		8.9	81	1435	WVKS-F
3. WKKO-F	(C)	82/ 9.5	10.7	10.9	9.6	9.1	10.2	108/1494	1026/20.4	20.4	17.1		10.1	92	977	WKKO-F
4. WRQN-F	(CHR)	68/ 7.9	10.5	11.6	11.3	11.8	10.3	99/1780	1158/23.0	28.5	25.6		11.2	102	1517	WRQN-F
WLQR-F	(EZ)	68/ 7.9	10.4	8.2	8.7	9.3	8.8	102/1363	841/16.7	19.5	21.5		5.4	49	719	WLQR-F
6. WWWM-F	(AC)	61/ 7.1	7.6	9.9	6.9	9.1	7.9	74/1284	1012/20.1	19.5	21.2		5.5	50	750	WWWM-F
WSPD	(MOR)	61/ 7.1	5.9	5.5	5.7	5.7	6.1	74/1037	754/15.0	16.1	15.5		7.2	65	751	WSPD
8. WTOD	(C)	32/ 3.7	3.5	2.4	3.3	2.6	3.2	49/433	250/ 5.0	4.8	5.0		1.7	15	156	WTOD
9. WVOI	(B)	31/ 3.6	1.7	2.7	3.2	2.8	2.8	31/344	344/ 6.8	5.2	5.8		4.4	40	299	WVOI
10. CKLW	(BB)	29/ 3.4	2.5	4.9	3.6	3.3	3.6	44/710	369/ 7.3	7.8	7.4		2.8	25	409	CKLW
11. WJR	(MOR)	24/ 2.8	3.6	4.9	6.8	4.0	4.5	87/1346	543/10.8	10.4	11.7		3.7	34	499	WJR
12. WCWA	(O)	20/ 2.3	2.8	1.7	2.3	1.3	2.3	20/305	305/ 6.1	7.0	6.0		1.0	9	202	WCWA
13. WOHO	(C)	17/ 2.0	0.8	1.0	1.3	0.9	1.3	25/330	235/ 4.7	4.5	4.2		1.8	16	217	WOHO

12+ FM SHARE (METRO): 71.22% (537 of 754) (WIN 89: 75.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F>>	1 WIOT-F>	1 WIOT-F>	1 WIOT-F	1 WSPD	1 WKKO-F	1 WIOT-F	1 WIOT-F>	1 WIOT-F>	1 WSPD >>
2 WVKS-F<	2 WVKS-F>	2 WVKS-F	2 WWWM-F<	2 WKKO-F<	2 WKKO-F	2 WIOT-F	2 WVKS-F<	2 WVKS-F	2 WRQN-F	2 WKKO-F>
3 WIOT-F>>	3 WRQN-F	3 WKKO-F<	3 WVKS-F	3 WWWM-F<	3 WLQR-F>	3 WVKS-F	3 WLQR-F	3 WKKO-F	3 WSPD <	3 WIOT-F<
4	4 WWWM-F	4 WWWM-F	WKKO-F	4 WVKS-F	4 WTOD	4 WSPD <	4 WKKO-F	4 WRQN-F	4 WVKS-F	4 WVKS-F
5	5 WKKO-F	5 WRQN-F	5 WLQR-F	5 WLQR-F	5 WWWM-F	5 WRQN-F	5 WWWM-F	WLQR-F<	5	5
6	6	WLQR-F	6	6	6	6	6	6 WWWM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WVKS-F	1 WKKO-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>
WIOT-F>	2 WIOT-F	2 WWWM-F	2 WIOT-F<	2 WWWM-F	2 WRQN-F>	2 WVKS-F	2 WVKS-F	2 WVKS-F	2 WLQR-F
3 WRQN-F>	3 WWWM-F	3 WKKO-F	3 WWWM-F	WVKS-F>	3 WVKS-F>	WRQN-F>	3 WWWM-F>	3 WLQR-F	3 WWWM-F
4 WWWM-F	4 WKKO-F	WIOT-F>	WKKO-F>	4 WIOT-F	4 WKKO-F	4 WWWM-F	4 WLLZ-F	4 WKKO-F	4 WKKO-F
WKKO-F>	5 WRQN-F	5 WLQR-F	5 WRQN-F	5 WLQR-F	5 WLQR-F	5 WKKO-F	WRQN-F	5 WRQN-F<	5 WVKS-F
6 WVOI >>	6	6 WRQN-F	6 WLQR-F	6	6	6	6	6 WWWM-F	6
7	7	7 WVOI >>	7	7	7	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WJYM	730	Bowling Green	0.3/1.0/ 4/ 76
WMTR-F	95.9	Rchbold/Wauseon	0.6/1.3/ 14/ 156
WRED-F	95.7	Gibsonburg/Tol	0.8/2.9/ 12/ 351
CKMR-F	93.9	Windsor	1.2/4.1/ 31/ 592
WGPR-F	107.5	Detroit	0.3/1.4/ 3/ 85
WIQB-F	102.9	Ann Arbor	0.6/2.2/ 26/ 309
WJLB-F	97.9	Detroit	0.9/2.6/ 12/ 143
WLLZ-F	98.7	Detroit	0.8/3.4/ 12/ 292
WQTE-F	95.3	Adrian	0.5/1.6/ 20/ 231
WRIF-F	101.1	Detroit	0.6/3.5/ 15/ 327

RADIO STATIONS

WCWA, 1230,	1 KW	, OLDIES	MBS, CBS,	$ 20.00	(Eastman)	Reams
WOHO, 1470,	1 KW (DA-2)	, COUNTRY	,	$ 16.00	(Durpetti)	
WSPD, 1370,	5 KW (DA-N)	, MOR	NBC,	$ 42.00	(Katz)	WHP, Inc.
WTOD, 1560,	5 KW (DAYS, DA)	, COUNTRY	ABC I,	$ 31.00	(Country)	Booth
WVOI, 1520,	1 KW (DA-2)	, BLACK	SBN,	$ 19.00	(Roslin)	
WIOT-F, 104.7,	50 KW @ 500,	AOR	SOURCE,	$ 60.00	(Eastman)	Reams
WLQR-F, 101.5,	15 KW @ 810,	BTFL/EZ	,	$ 46.00	(Katz)	WHP, Inc. (BOWLING GREEN)
WRQN-F, 93.5,	2 KW @ 400,	CHR	,	$ 26.00	(Banner)	
WKKO-F, 99.9,	50 KW @ 500,	COUNTRY	ABC F,	$ 51.00	(MMR)	Booth
WWWM-F, 105.5,	2.7 KW @ 341,	AC	,	$ 43.00	(Durpetti)	
WVKS-F, 92.5,	50 KW @ 480,	CHR	ABC F,	$ 79.00	(Christal)	Noble

MISCELLANEOUS COMMENTS: WMHE-F changes calls to WVKS-F as of Feburary...

TUCSON

Arbitron Rank/Pop (12+): 63/551,100
MSA Rank/Pop: 78/625,300
ADI # 83
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 21/19
Diaries: 990/557:1/65.4%
Sample Target: 930
% Below Line: 4.6
% Not Listed: 13.5

1989 Revenue: $16,600,000
HH Inc.: $23,907
Retail $: 4.7 Bil
Pop per Station: 29,005
#1 Biller: KRQQ-F $3,300,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KRQQ-F	(CHR)	170/18.1	16.7	20.9	21.5	23.0	19.3	187/2231	1915/34.7	34.5	39.2		26.3	273	1995	KRQQ-F
2.	KIIM-AF	(C)	137/14.6	11.0	13.3	10.8	13.1	12.4	146/1525	1438/26.1	24.1	26.1		12.2	126	1250	KIIM-AF
3.	KLPX-F	(AOR)	75/ 8.0	10.0	10.5	7.9	8.9	9.1	79/1158	1078/19.6	21.2	17.9		10.4	108	1210	KLPX-F
4.	KWFM-AF	(AC)	74/ 7.8	9.9	8.6	9.7	7.0	9.0	82/1315	1140/20.7	22.4	18.4		7.6	79	1113	KWFM-AF
5.	KKLD-F	(AC)	68/ 7.2	6.3	8.9	8.0	7.6	7.6	70/894	847/15.4	16.7	16.2		7.2	75	691	KKLD-F
6.	KUPD-F	(AOR)	40/ 4.3	3.6	2.5	3.0	2.7	3.3	58/539	419/ 7.6	7.9	7.2		4.0	42	489	KUPD-F
	KXEW	(SP)	40/ 4.3	3.5	2.8	0.9	2.9	2.9	40/271	271/ 4.9	4.1	4.7		1.5	16	156	KXEW
8.	KNST	(N/T)	31/ 3.3	4.9	3.2	4.0	4.0	3.8	31/678	678/12.3	14.2	10.6		4.3	45	551	KNST
9.	KMRR	(BB)	28/ 3.0	3.9	2.5	3.5	3.9	3.2	30/412	392/ 7.1	8.3	6.8		2.2	23	244	KMRR
10.	KGVY	(BB)	27/ 2.9	5.3	2.7	2.9	3.6	3.5	27/305	291/ 5.3	5.9	5.0		1.5	16	139	KGVY
11.	KQYT-F	(EZ)	26/ 2.8	2.0	1.7	2.6	2.1	2.3	26/446	440/ 8.0	6.6	4.0		1.4	15	242	KQYT-F
12.	KTZR	(SP)	23/ 2.4	0.8	0.8	1.0	0.4	1.3	23/160	160/ 2.9	1.6	1.5		1.5	16	134	KTZR
13.	KQTL	(SP)	17/ 1.8	0.8	1.5	2.1	3.8	1.5	17/204	200/ 3.6	2.2	4.5		1.0	10	156	KQTL
14.	KXMG-F	(SP)	15/ 1.6	0.6	1.7	0.9	0.4	1.2	15/79	79/ 1.4	1.9	1.9					KXMG-F
15.	KTKT	(N/T)	12/ 1.3	1.7	1.3	2.3	0.9	1.6	13/362	345/ 6.3	6.6	4.2		0.7	7	215	KTKT

12+ FM SHARE (METRO): 73.89% (600 of 812) (WIN 89: 69.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F	1 KRQQ-F>	1 KRQQ-F	1 KIIM-AF	1 KIIM-AF>	1 KIIM-AF>	1 KRQQ-F	1 KIIM-AF	1 KRQQ-F	1 KRQQ-F>>	1 KRQQ-F>>
2	2 KLPX-F	2 KIIM-AF	2 KRQQ-F	2 KRQQ-F<	2 KWFM-AF>	2 KIIM-AF>	2 KRQQ-F>	2 KIIM-AF>	2 KIIM-AF	2 KIIM-F
3	3 KIIM-AF	3 KLPX-F	3 KWFM-AF	3 KWFM-AF	3 KKLD-F	3 KWFM-AF	3 KKLD-F<	3 KLPX-F<	3 KLPX-F	3 KLPX-F
4	4 KKLD-F>	4 KWFM-AF	4 KKLD-F	4 KKLD-F	4 KXEW	4 KLPX-F	4 KLPX-F	4 KKLD-F	4 KUPD-F	4 KWFM-F
5	5 KWFM-AF	5 KKLD-F	5	5 KLPX-F	KMRR	KKLD-F	5 KWFM-AF	5 KWFM-AF	5 KWFM-AF	KKLD-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>	1 KIIM-AF
2 KLPX-F	2 KKLD-F	2 KKLD-F	2 KKLD-F	2 KRQQ-F
3 KKLD-F>	3 KLPX-F	3 KIIM-AF	3 KIIM-AF	3 KKLD-F
4 KIIM-AF>>	4 KIIM-AF	4 KLPX-F>	4 KLPX-F	4 KWFM-AF>
5 KXMG-F	5	5 KXEW	5 KWFM-AF	5 KLPX-F
KAWV-F>>	6	6 KWFM-AF>	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F	1 KRQQ-F	1 KIIM-AF	1 KIIM-AF<	1 KIIM-AF>
2 KUPD-F	2 KLPX-F<	KRQQ-F<	2 KRQQ-F	2 KWFM-AF
3 KLPX-F>>	3 KUPD-F>	3 KLPX-F	3 KLPX-F	3 KRQQ-F<
4 KWFM-AF	4 KIIM-AF>	4 KUPD-F>	4 KWFM-AF	4 KLPX-F>
5 KIIM-AF>	5 KWFM-AF	5 KWFM-AF	5 KUPD-F	5 KKLD-F
6 KNST >	6	6 KKLD-F>	6	6

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
KAWV-F	103.1	Oracle	1.1/3.3/ 10/ 180
KTUC	1400	Tucson	1.1/4.6/ 10/ 252
KVOI	690	Tucson	0.6/2.3/ 6/ 139
KTAR	620	Phoenix	0.3/1.1/ 18/ 238

RADIO STATIONS

KJYK,	1490,	1 KW (DA-1)	, OLDIES	NBC,	$ 16.00	(Christal)	Duchossois
KCEE,	790,	5 KW/500 W (DA-2)	, OLDIES	RADRAD,	$ 20.00	(MMR)	American
KIIM,	1290,	1 KW	, COUNTRY	,	$ 32.00	(Katz)	
KGVY,	1080,	1 KW (DAYS)	, NOSTALGIA	APR,	$ 20.00	(——)	
KMRR,	1330,	2 KW/5 KW (DA-2)	, NOSTALGIA	SMN,	$ 21.00	(Republic)	
KNST,	940,	1 KW/250 W (DA-2)	, NEWS/TALK	ABC I, MBS,	$ 30.00	(Mc-Guild)	Nationwide
KQTL,	1210,	10 KW/1 KW (DA-2)	, HISPANIC	,	$ 18.00	(Caballero)	
KTKT,	990,	10 KW/1 KW (DA-N)	, NEWS/TALK	CNN, TRNSTR,	$ 18.00	(HNWH)	Lotus
KTUC,	1400,	1 KW	, TALK	CBS, CNN,	$ 17.00	(Roslin)	
KXEW,	1600,	1 KW (DA-2)	, HISPANIC	CRC,	$ 15.00	(Lotus)	
KAWV-F,	103.1,	.6 KW @ 610,	JAZZ/NAC	SMN,	$ 16.00	(Republic)	(ORACLE)
KIIM-F,	99.9,	93 KW @ 2000,	COUNTRY	,	$ 44.00	(Katz)	
KKLD-F,	94.9,	97 KW @ 1952,	SOFT AC/EZ	,	$ 42.00	(Christal)	Duchossois
KLPX-F,	96.1,	93 KW @ 100,	AOR	,	$ 35.00	(HNWH)	Lotus
KQYT-F.	92.1,	1.8 KW @ 445,	BTFL/EZ	,	$ 17.00	(K & P)	(GREEN VALLEY)
KRQQ-F,	93.7,	91 KW @ 2000,	CHR	,	$ 65.00	(Mc-Guild)	Nationwide
KXMG-F,	98.3,	3 KW @ 200,	HISPANIC	CRC,	$ 14.00	(Lotus)	(MARANA)

TULSA

Arbitron Rank/Pop (12+): 57/646,600
MSA Rank/Pop: 68/733,000
ADI # 56
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 17/17
Diaries: 1010/640:1/54.8%
Sample Target: 1010
% Below Line: 0.0
% Not Listed: 9.5

1989 Revenue: $19,300,000
HH Inc.: $24,394
Retail $: 4.7 Bil
Pop per Station: 38,035
#1 Biller: KMOD-F $3,300,000

12+ METRO			1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1.	KWEN-F	(C)	132/12.4	9.5	11.0	11.7	8.1	11.1	218/2380	1539/23.8	21.0	19.0		10.3	118	1310	KWEN-F
2.	KMOD-F	(AOR)	113/10.6	9.7	12.5	10.6	11.0	10.9	140/1805	1291/20.0	23.2	18.6		15.1	173	1586	KMOD-F
3.	KRMG	(MOR)	109/10.2	9.3	8.6	9.3	11.0	9.4	121/1530	1296/20.0	21.6	22.8		8.9	102	984	KRMG
4.	KVOO	(C)	89/ 8.3	7.5	7.3	7.2	7.4	7.6	176/1568	867/13.4	12.6	14.3		5.9	68	801	KVOO
	KAYI-F	(CHR)	89/ 8.3	7.5	8.3	9.3	8.0	8.4	111/1854	1383/21.4	20.2	21.1		9.3	107	1563	KAYI-F
6.	KRAV-F	(AC)	73/ 6.8	5.4	4.8	4.2	3.7	5.3	87/1190	939/14.4	13.7	11.7		5.0	57	820	KRAV-F
	KMYZ-F	(CHR)	73/ 6.8	9.0	7.3	6.3	5.4	7.4	136/1848	1219/18.9	21.2	16.0		11.4	131	1598	KMYZ-F
8.	KBEZ-F	(EZ)	69/ 6.5	8.9	7.1	8.2	9.4	7.7	91/1005	753/11.6	15.5	15.1		3.7	42	885	KBEZ-F
9.	KVLT-F	(O)	52/ 4.9	6.6	5.5	4.9	6.4	5.5	84/1287	816/12.6	13.5	11.3		4.7	54	763	KVLT-F
10.	KQMJ-F	(AC)	46/ 4.3	2.7	3.7	4.1	3.5	3.7	52/867	731/11.3	8.6	8.1		2.8	32	412	KQMJ-F
11.	KTFX-F	(C)	32/ 3.0	1.3	3.3	2.5	4.0	2.5	55/829	510/ 7.9	5.2	7.5		1.7	20	362	KTFX-F
12.	KVOO-F	(C)	27/ 2.5	3.4	4.1	4.7	4.6	3.7	44/1023	620/ 9.6	10.4	8.1		4.5	52	741	KVOO-F
13.	KBLK	(B)	18/ 1.7	1.9	1.1	1.8	2.3	1.6	18/181	171/ 2.6	2.9	4.8		1.7	20	259	KBLK
14.	KCMA-F	(CL)	15/ 1.4	0.7	1.0	0.8	0.6	1.0	15/197	186/ 2.9	3.9	1.6		1.0	12	184	KCMA-F

12+ FM SHARE (METRO): 76.79% (741 of 965) (WIN 89: 73.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>>	1 KMOD-F>>	1 KMOD-F	1 KMOD-F	1 KWEN-F	1 KRMG	1 KRMG	1 KWEN-F<	1 KWEN-F	1 KAYI-F>	1 KVOO >
2 KMYZ-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KMOD-F	2 KWEN-F	2 KWEN-F>	2 KMOD-F	2 KMOD-F	2 KMYZ-F<	2 KRMG
3	KAYI-F<	3 KRAV-F	KRAV-F>	3 KRAV-F>	KVOO >	3 KMOD-F<	3 KRMG	3 KRMG	3 KRMG <	3 KVLT-F<
4	4 KMYZ-F	4 KMYZ-F	4 KVLT-F	4 KVLT-F	4 KBEZ-F>	4 KVOO	4 KRAV-F	4 KVOO	4 KMOD-F	4 KWEN-F
5	5 KRAV-F	5 KAYI-F	5 KRMG <	KRMG	5 KRAV-F	5 KAYI-F	5 KVOO	5 KAYI-F<	5 KWEN-F	5
6	6	6 KVLT-F	6 KQMJ-F	6 KQMJ-F	6	6	6 KBEZ-F	6 KBEZ-F<	6	6
								7 KMYZ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F	1 KRAV-F	1 KRAV-F>>	1 KWEN-F<	1 KWEN-F	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>
2 KWEN-F>	2 KWEN-F	2 KMOD-F	2 KRAV-F>	KRAV-F>	2 KAYI-F>	2 KAYI-F	2 KWEN-F	2 KWEN-F>	2 KWEN-F>
3 KAYI-F	KMYZ-F	3 KWEN-F	3 KMYZ-F	3 KBEZ-F	3 KMYZ-F	3 KWEN-F	KAYI-F	3 KAYI-F	3 KVLT-F
4 KVLT-F>	4 KAYI-F	KAYI-F	4 KAYI-F	4 KRMG	4 KWEN-F>	4 KMYZ-F	4 KQMJ-F	4 KVLT-F	4 KRMG
5 KMOD-F	5 KMOD-F	5 KMYZ-F	5 KBEZ-F<	5 KQMJ-F	5 KTOW-F	5 KQMJ-F	5 KVLT-F	5 KRAV-F	5 KRAV-F
6	6 KVLT-F	6 KQMJ-F	6 KVLT-F	KMYZ-F	KQMJ-F	6	KMYZ-F	KQMJ-F	6
		7 KBEZ-F					7 KRAV-F	KMYZ-F	

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
KCFO	970	Tulsa	0.8/3.0/ 11/ 230
KTOW-F	102.3	Sand Springs	0.9/2.0/ 10/ 182
KXOJ-F	100.9	Sapulpa/Tulsa	0.9/3.9/ 12/ 282

RADIO STATIONS

KBLK, 1550, 2.5 KW/350 W (DA-2), BLACK	, $ 17.00 (---)			
KCFO, 970, 2.5 KW/1 KW (DA-2) , RELIGION	, $ 12.00 (---)	Salem		
KRMG, 740, 50 K2/25 KW (DA-2), MOR	ABC I, $ 55.00 (Katz)	NewCity		
KVOO, 1170, 50 KW (DA-N) , COUNTRY	CNN, $ 44.00 (Eastman)			
KAYI-F, 106.9, 100 KW @ 1010, CHR	ABC F, $ 55.00 (Katz)	Narragansett		
KBEZ-F, 92.9, 100 KW @ 1318, EZ	ABC D, $ 39.00 (Christal)	Renda		
KCMA-F, 92.1, 3 KW @ 300, CLASSICAL	, $ 17.00 (CMBS)			
KMOD-F, 97.5, 100 KW @ 1330, AOR	, $ 68.00 (HNWH)	Clear Channel		
KMYZ-F, 103.3, 70 KW @ 1200, CHR	ABC R, $ 32.00 (Banner)	Shamrock-Lynett		(PRYOR)
KQMJ-F, 99.5, 100 KW @ 984, AC	, $ 30.00 (Banner)			(HENRYETTA)
KRAV-F, 96.5, 100 KW @ 1329, AC	, $ 42.00 (Republic)			
KTFX-F, 103.3, 100 KW @ 1280, COUNTRY	, $ 30.00 (---)			
KVLT-F, 106.1, 100 KW @ 1315, OLDIES	, $ 29.00 (Christal)	Federated		(OWASSO)
KVOO-F, 98.5, 100 KW @ 1135, COUNTRY	, $ 26.00 (Eastman)			
KWEN-F, 95.5, 100 KW @ 1328, COUNTRY	, $ 77.00 (Katz)	NewCity		

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100
MSA Rank/Pop: 7/3,676,500
ADI # 9
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 35/30
Diaries: 2449/1295:1/56.5%
Sample Target: 2150
% Below Line: 2.4
% Not Listed: 13.6

1989 Revenue: $144,400,000
HH Inc.: $41,825
Retail $: 34.0 Bil
Pop per Station: 105,703
#1 Biller: WMZQ-AF $14,500,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WPGC-F (CHR)	406/ 7.4	6.7	5.8	6.4	5.7	6.6	457/5976	5177/16.3	16.4	15.3		9.3	535	5614	WPGC-F
2. WKYS-F (B)	383/ 7.0	5.3	4.6	5.0	5.3	5.5	403/4698	4417/13.9	12.4	11.6		6.7	389	4309	WKYS-F
3. WGAY-F (EZ)	341/ 6.2	7.7	7.1	6.0	7.5	6.8	377/4546	4188/13.2	15.8	14.4		5.3	305	2985	WGAY-F
4. WMZQ-AF (C)	318/ 5.8	6.6	6.4	6.1	6.2	6.2	421/5296	4325/13.6	14.3	13.6		6.1	344	3482	WMZQ-AF
5. WMAL (MOR)	271/ 5.0	5.4	5.5	5.3	6.1	5.3	277/3698	3546/11.2	16.9	14.2		4.7	271	3421	WMAL
6. WASH-F (AC)	245/ 4.5	3.3	3.6	4.0	4.5	3.8	259/3699	3387/10.7	10.5	12.8		2.8	163	2203	WASH-F
7. WCXR-F (AOR)	234/ 4.3	3.7	5.2	3.8	4.4	4.3	261/4388	3960/12.5	12.2	14.2		4.4	254	3928	WCXR-F
8. WAVA-F (CHR)	220/ 4.0	4.8	5.3	4.7	5.2	4.7	263/5412	4395/13.9	16.1	18.7		4.9	285	5489	WAVA-F
9. WTOP (N)	215/ 3.9	3.7	4.5	4.1	3.5	4.1	238/5214	4689/14.8	15.7	14.5		3.6	207	4184	WTOP
10. WHUR-F (B)	212/ 3.9	3.8	4.1	3.7	4.8	3.9	220/4175	3860/12.2	12.5	13.3		4.1	234	3464	WHUR-F
11. WRQX-F (CHR)	188/ 3.4	4.0	4.7	4.2	4.5	4.1	265/5494	4015/12.7	13.5	15.7		4.8	278	4912	WRQX-F
12. WMMJ-F (B)	177/ 3.2	2.4	3.3	2.9	0.8	3.0	179/2111	2034/ 6.4	6.3	2.9		3.3	189	1828	WMMJ-F
13. WXTR-F (O)	172/ 3.1	3.4	3.1	3.0	3.0	3.2	205/3735	3165/10.0	10.7	11.0		2.5	147	2705	WXTR-F
14. WLTT-F (AC)	168/ 3.1	3.7	3.1	3.3	3.5	3.3	188/3869	3425/10.8	11.7	12.0		3.3	192	2597	WLTT-F
15. WHFS-F (AOR)	167/ 3.1	1.9	1.9	2.2	1.8	2.3	201/2523	1984/ 6.3	6.0	5.6		2.3	135	1807	WHFS-F
16. WGMS-F (CL)	139/ 2.5	2.4	2.7	2.7	2.7	2.6	155/2590	2365/ 7.5	8.9	8.3		2.6	151	2111	WGMS-F
17. WWDC-F (AOR)	137/ 2.5	3.1	2.8	3.8	4.1	3.0	202/5074	3563/11.2	13.1	14.7		3.3	188	3941	WWDC-F
18. WOL (B)	117/ 2.1	1.0	1.2	2.0	1.9	1.6	117/1215	1215/ 3.8	3.5	4.1		1.2	67	901	WOL
19. WWRC (T)	98/ 1.8	2.4	2.8	2.5	2.1	2.4	118/1891	1671/ 5.3	5.6	6.2		2.0	116	1975	WWRC
20. WJFK-F (AOR)	97/ 1.8	2.2	1.5	1.4	0.9	1.7	125/2865	2427/ 7.7	8.4	5.3		1.9	108	2215	WJFK-F
21. WDJY-F (B)	73/ 1.3	1.9	1.7	2.3	2.5	1.8	75/1959	1846/ 5.8	7.3	8.4		1.8	105	1758	WDJY-F
22. WYCB (REL)	48/ 0.9	1.2	1.5	1.3	1.5	1.2	48/642	642/ 2.0	2.5	3.2		1.4	78	743	WYCB
23.															
24.															
25.															

12+ FM SHARE (METRO): 81.68% (3861 of 4727) (WIN 89: 79.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F	1 WPGC-F	1 WKYS-F<	1 WKYS-F>	1 WKYS-F>	1 WGAY-F	1 WMAL	1 WGAY-F	1 WPGC-F	1 WPGC-F	1 WKYS-F
2 WAVA-F	2 WKYS-F>	2 WPGC-F>	2 WASH-F	2 WASH-F<	2 WMAL	WKYS-F	2 WKYS-F<	2 WMZQ-AF<	2 WKYS-F	2 WMAL >>
3 WRQX-F>>	3 WCXR-F	3 WCXR-F<	3 WPGC-F<	3 WMZQ-AF	3 WMZQ-AF	3 WMZQ-AF	3 WPGC-F	3 WGAY-F<	3 WHUR-F	3 WPGC-F
4	4 WHFS-F	4 WMZQ-AF	4 WMZQ-AF<	4 WPGC-F<	4 WTOP	4 WTOP <	4 WASH-F	4 WKYS-F	4 WAVA-F<	4 WTOP
5	5 WAVA-F<	WASH-F	5 WCXR-F	5 WCXR-F	5 WASH-F	5 WPGC-F	5 WMZQ-AF	5 WCXR-F	5 WGAY-F>	5 WMZQ-F<
6	6 WHUR-F	6 WHUR-F	6 WMMJ-F	6 WXTR-F	6 WKYS-F	6 WCXR-F	6 WCXR-F	6 WASH-F	6 WRQX-F	6 WGAY-F
7	7 WMZQ-AF	7 WHFS-F<	7 WXTR-F	WMMJ-F	7 WGMS-F	7 WGAY-F<	7 WMAL	7 WMAL	WMMJ-F	7 WHUR-F>>
8	8 WWDC-F	8 WMMJ-F	WLTT-F	8 WHUR-F	8	8 WAVA-F	8	8	WMAL	8
9	9	9	WHUR-F	WGAY-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F>>	1 WPGC-F	1 WKYS-F>	1 WKYS-F	1 WKYS-F
2 WAVA-F	2 WKYS-F>>	2 WPGC-F	2 WPGC-F	2 WASH-F
3 WKYS-F>	3 WAVA-F	3 WLTT-F	3 WASH-F>	3 WPGC-F
4 WRQX-F	4 WCXR-F<	4 WASH-F	4 WMZQ-AF	4 WMZQ-AF<
5 WCXR-F	5 WLTT-F	5 WMMJ-F	5 WMMJ-F	5 WMMJ-F
6 WMZQ-AF	WASH-F<	6 WCXR-F<	6 WLTT-F	6 WLTT-F<
7 WHUR-F	7 WRQX-F	7 WHFS-F	WAVA-F	7 WGAY-F
8	8	8	8 WRQX-F	8 WXTR-F
9	9	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPGC-F>	1 WPGC-F	1 WCXR-F	1 WCXR-F	1 WCXR-F
2 WHFS-F	2 WCXR-F	2 WKYS-F	2 WPGC-F	2 WMZQ-AF
3 WHUR-F	3 WHFS-F	3 WHFS-F	3 WHFS-F<	3 WKYS-F
4 WAVA-F	4 WKYS-F	4 WPGC-F	4 WKYS-F<	4 WHUR-F
5 WWDC-F	5 WHUR-F	5 WMZQ-AF<	5 WHUR-F<	5 WHFS-F
6 WCXR-F	6 WMZQ-AF	6 WHUR-F	6 WMZQ-AF	6 WXTR-F
7 WRQX-F	WWDC-F	7 WXTR-F<	7 WWDC-F	7 WPGC-F<
WOL	8 WJFK-F	8 WWDC-F	8 WXTR-F	8 WLTT-F
9	WAVA-F	WJFK-F	9	WASH-F

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/ AQH/CUME
WFMD	930	Frederick	0.3/0.8/ 19/ 303
WFRE-F	99.9	Frederick	0.5/1.8/ 64/ 929
WGMS	570	Bethesda	0.5/1.5/ 28/ 490
WMJR-F	107.7	Warrenton	0.3/1.3/ 31/ 655
WUST	1120	Washington	0.5/1.0/ 25/ 323
WWDC	1260	Washington	0.6/1.9/ 36/ 662
WZYQ-F	103.9	Braddck Hts/Frd	0.3/1.2/ 20/ 428
WFLS-F	93.3	Fredericksburg	0.6/1.1/ 80/ 806
WGRX-F	100.7	Westmnstr/Bltmr	0.4/1.1/ 57/1152
WIYY-F	97.9	Baltimore	0.7/2.9/142/2207
WPOC-F	93.1	Baltimore	0.3/1.0/103/1237
WWMX-F	106.5	Baltimore	0.3/0.9/102/1623

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20 KW (DA-1),	BLACK	SMN,	$ N/A	(Mc-Guild)	
WMAL,	630,	5 KW (DA-2)	, MOR	ABC I,	$ 211.00	(Katz)	Cap Cities/ABC
WMDO,	1540,	5 KW (DAYS)	, HISPANIC	,	$ 40.00	(Lotus)	
WOL ,	1450,	1 KW	, BLACK	NBN,	$ 49.00	(K & P)	
WTOP,	1500,	50 KW (DA-2)	, NEWS	CBS, MBS,	$ 180.00	(HNWH)	Chase
WWDC,	1260,	5 KW (DA-2)	, NOSTALGIA	US 1,	$ 46.00	(Christal)	
WWRC,	980,	5 KW (DA-N)	, TALK	NBC, MBS,	$ 70.00	(MMR)	Greater Media
WYCB,	1340,	1 KW	, GOSPEL	SBN,	$ 40.00	(---)	

FM STATIONS

WASH,	97.1,	22 KW @ 690,	AC	TRNSTR,	$ 105.00	(HNWH)	Chase
WAVA,	105.1,	50 KW @ 500,	CHR	,	$ 160.00	(HNWH)	Emmis
WCXR,	105.9,	28 KW @ 650,	CLASSIC AOR	,	$ 150.00	(Mc-Guild)	Westinghouse
WDJY,	100.3,	40 KW @ 323,	BLACK	APR,	$ 80.00	(Mc-Guild)	United
WGAY,	99.5,	21 KW @ 780,	BTFL/EZ	,	$ 210.00	(MMR)	Greater Media
WGMS,	103.5,	47 KW @ 510,	CLASSICAL	MBS,	$ 145.00	(Republic)	Verstandig
WHFS,	99.1,	47 KW @ 390,	AOR	APR,	$ 60.00	(Republic)	Duchossois (ANNAPOLIS)
WHUR,	96.3,	24 KW @ 669,	BLACK	,	$ 117.00	(Durpetti)	Howard University
WJFK,	106.7,	23 KW @ 731,	CLASSIC AOR	ABC R,	$ 80.00	(Torbet)	Infinity
WKYS,	93.9,	50 KW @ 485,	BLACK	,	$ 190.00	(Eastman)	Albimar
WLTT,	94.7,	21 KW @ 780,	AC	,	$ 173.00	(CBS)	CBS
WMMJ,	102.3,	3 KW @ 171,	BLACK OLDIES	ABC E, MBS,	$ 60.00	(K & P)	
WMZQ,	98.7,	50 KW @ 490,	COUNTRY	,	$ 250.00	(Christal)	Viacom
WPGC,	95.5,	50 KW @ 500,	CHR/URBAN	,	$ 155.00	(Banner)	Cook Inlet
WRQX,	107.3,	50 KW @ 410,	CHR	ABC C,	$ 120.00	(Katz)	Cap Cities/ABC
WWDC,	101.1	22 KW @ 760,	AOR	US 1,	$ 200.00	(Christal)	
WXTR,	104.1,	50 KW @ 500,	OLDIES	,	$ 115.00	(Mc-Guild)	Radio Ventures (WALDORF,MD)

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900

MSA Rank/Pop: 64/808,300
ADI # 52
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 35/16
Diaries: 1189/632:1/50,9%
Sample Target: 1070
% Below Line: 32.9
% Not Listed: 11.0

1989 Revenue: $23,000,000
HH Inc.: $399,666
Retail $: 8.1 Bil
Pop per Station: 46,993
#1 Biller: WRMF-F $6,000,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF	(EZ)	218/16.8	19.3	18.7	17.5	18.0	18.1	311/3092	2012/26.8	28.9	29.2		11.2	116	1559	WEAT-AF
2. WRMF-F	(AC)	91/ 7.0	8.5	8.4	11.5	7.2	8.9	151/2159	1249/16.6	17.4	18.5		7.9	88	1054	WRMF-F
3. WJNO	(N/T)	81/ 6.2	6.7	6.9	5.0	5.9	6.2	98/1377	1067/14.2	14.9	12.3		7.0	78	785	WJNO
4. WHQT-F	(CHR)	78/ 6.0	5.9	4.7	4.5	6.0	5.3	198/1960	706/ 9.4	10.0	8.3		9.6	107	890	WHQT-F
5. WOVV-F	(CHR)	68/ 5.2	4.4	3.6	3.9	3.3	4.3	119/1591	913/12.1	12.1	12.9		4.9	55	1085	WOVV-F
6. WSHE-F	(AOR)	55/ 4.2	3.2	2.5	2.0	2.0	3.0	111/1636	631/ 8.4	8.3	8.0		4.4	49	618	WSHE-F
7. WIRK-F	(C)	48/ 3.7	5.4	5.3	5.4	5.6	5.0	71/1071	738/ 9.8	10.9	9.3		6.0	67	765	WIRK-F
8. WPOM	(B)	40/ 3.1	1.5	1.8	2.1	1.2	2.1	40/293	288/ 3.8	4.1	3.0		2.1	24	296	WPOM
9. WNGS-F	(SAC)	36/ 2.8	2.6	2.2	2.4	2.8	2.5	37/543	536/ 7.1	6.3	8.2		2.9	33	484	WNGS-F
WKGR-F	(AOR)	36/ 2.8	3.0	3.1	1.7	2.8	2.7	76/1212	639/ 8.5	8.4	9.3		3.9	44	704	WKGR-F
11. WOLL-F	(O)	32/ 2.5	2.3	2.2	1.5	2.8	2.1	48/659	460/ 6.1	5.6	5.9		1.2	13	229	WOLL-F
12. WJQY-F	(SAC)	29/ 2.2	1.3	1.1	1.5	0.9	1.5	164/1916	307/ 4.1	3.7	4.3		2.1	24	294	WJQY-F
WSWN	(B)	29/ 2.2	1.0	0.8	0.7	0.4	1.2	36/378	280/ 3.7	1.8	2.0		1.9	21	217	WSWN
14. WMXJ-F	(O)	26/ 2.0	1.8	2.4	2.3	3.1	2.1	136/1986	386/ 5.1	7.5	8.7		2.6	29	677	WMXJ-F
WIOD	(T)	26/ 2.0	2.3	2.1	2.0	1.8	2.1	141/1875	376/ 5.0	6.5	4.9		1.7	19	333	WIOD

12+ FM SHARE (METRO): 77.94% (901 of 1156) (WIN 89: 81.85%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F	1 WHQT-F	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WEAT-AF>>	1 WEAT-AF>	1 WEAT-AF>>	1 WEAT-AF>>	1 WEAT-AF>	1 WJNO
2 WHQT-F>	2 WRMF-F	2 WHQT-F	2 WHQT-F	2 WEAT-AF	2 WJNO >	2 WJNO	2 WRMF-F	2 WRMF-F	2 WHQT-F	2 WEAT-F>>
3 WPOW-F	3 WSHE-F	3 WSHE-F	3 WSHE-F	WHQT-F	3 WRMF-F	3 WRMF-F>	3 WJNO	3 WHQT-F	3 WOVV-F	3 WIOD
4	4 WOVV-F>	WOVV-F>	WOVV-F	4 WSHE-F	4 WIRK-F	4 WOVV-F	4 WHQT-F<	4 WOVV-F<	4 WSWN	WHQT-F
5	5 WKGR-F	5 WKGR-F	WKGR-F	WOVV-F	5	5 WHQT-F<	5 WSHE-F	5 WJNO	5 WJNO	5 WPOM
6	6 WSWN	6	6	WKGR-F	6	6 WIRK-F	6 WOVV-F	6	6 WSHE-F	WIRK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F>	1 WHQT-F>	1 WRMF-F	1 WRMF-F<	1 WRMF-F>	1 WHQT-F	1 WSHE-F	1 WSHE-F	1 WRMF-F	1 WRMF-F>
2 WOVV-F	2 WOVV-F	2 WHQT-F	2 WHQT-F	2 WHQT-F	2 WSHE-F	2 WRMF-F	2 WRMF-F>	2 WSHE-F>	2 WSHE-F
3 WSHE-F	3 WRMF-F>	3 WOVV-F>>	3 WOVV-F>>	3 WOVV-F	3 WOVV-F>	3 WHQT-F	3 WKGR-F	3 WKGR-F	3 WKGR-F
4 WSWN >>	4 WSHE-F	4 WHYI-F	4 WNGS-F	4 WEAT-AF	4 WSWN	4 WOVV-F	4 WLVE-F	4 WHQT-F	4 WMXJ-F
5	5 WSWN	WKGR-F	5 WYFX	5 WYFX	WRMF-F	WKGR-F	5 WHQT-F	5 WZTA-F	WJNO
6	6	6	WOLL-F	WNGS-F	6 WZTA-F	6	WGTR-F	WOVV-F	6
							WOLL-F		

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
WDBF	1420	Delray Bch/W.P.	1.0/2.6/ 14/ 234
WPBG	1290	West Palm BEach	0.3/1.1/ 4/ 103
WPBR	1340	Palm Beach	0.6/3.2/ 10/ 290
WSBR	740	Boca Rtn/WPlmBc	0.5/2.9/ 12/ 469
WYFX	1040	Boynton Bch/Mia	1.3/1.9/ 28/ 310
WAXY-F	105.9	Ft. Lauderdale	0.8/3.6/104/1719
WGTR-F	97.3	Miami	1.2/4.8/ 76/1573
WHYI-F	100.7	Ft. Lauderdale	1.5/7.3/113/2054
WINZ	940	Miami	0.6/2.5/ 83/1081
WKIS-F	99.9	Boca Raton	1.5/4.7/189/1985
WLVE-F	93.9	Miami Beach	1.3/3.9/ 81/1291
WLYF-F	101.5	Miami	1.9/4.1/237/2321
WNWS	790	South Miami	0.8/2.6/ 64/1044
WPOW-F	96.5	Miami/Ft Ldrdle	1.5/4.3/ 89/1327
WQAM	560	Miami/Ft.Ldrdle	0.3/0.9/ 13/ 388
WQBA-F	107.5	Miami	0.9/1.6/ 26/ 303
WTMI-F	93.1	Miami/Ft Ldrdle	1.8/4.1/ 91/1120
WZTA-F	94.9	Miami Beach	1.8/6.1/ 91/1441
WZZR-F	92.7	Stuart/PtStLuci	0.5/2.3/ 28/ 627

RADIO STATIONS

WDBF, 1420, 5 KW/500 W (DA-1), MOR	CBS, $ 14.00 (---)		
WJNO, 1230, 1 KW , NEWS/TALK	CBS, ABC E, $ 54.00 (Banner)	Fairbanks	
WPBR, 1340, 1 KW , TALK	NBC, MBS, $ 23.00 (Eastman)		
WPOM, 1600, 1 KW (DA-1) , BLACK	, $ 27.00 (Republic)		
WYFX, 1040, 10 KW/1 KW (DA-2) , BLACK	SBN, $ 16.00 (K & P)		
WEAT-F, 104.3, 56 KW @ 1250, BTFL/EZ	, $ 79.00 (Katz)	Taylor	
WIRK-F, 107.9, 100 KW @ 350, COUNTRY	ABC E, $ 59.00 (HNWH)	Price	
WKGR-F, 98.7, 100 KW @ 1420, AOR	UPI, $ 43.00 (HNWH)		(FORT PIERCE)
WOLL-F, 94.3, 3 KW @ 300, OLDIES	, $ 35.00 (Republic)	Lappin	
WNGS-F, 92.1, 2.2 KW @ 378, SOFT AC	, $ 32.00 (Eastman)		
WOVV-F, 95.5, 100 KW @ 1000, CHR	SOURCE, $ 44.00 (Mc-Guild)		(FORT PIERCE)
WRMF-F, 97.9, 100 KW @ 1350, AC	, $ 105.00 (Banner)	Fairbanks	

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 59/627,500

MSA Rank/Pop: 69/727,800
ADI # 51
Average Person Ratings: 18.9
Market TSL: 24.75 hours

Stations: 26/11
Diaries: 1110/565:1/60.4%
Sample Target: 1000
% Below Line: 8.6
% Not Listed: 13.5

1989 Revenue: $15,200,000
HH Inc.: $24,373
Retail $: 5.1 Bil
Pop per Station: 57,045
#1 Biller: WKRZ-AF $2,800,000

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89	Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	183/15.5	13.4	14.9	13.3	13.8	14.3	235/2610	2116/33.7	33.2	32.2	19.3	191	2254	WKRZ-F
2. WEZX-F	(AOR)	94/ 7.9	8.0	6.1	7.1	6.4	7.3	105/1020	910/14.5	14.8	14.6	10.9	108	926	WEZX-F
3. WARM	(MOR)	76/ 6.4	5.5	7.6	5.8	5.5	6.3	80/1137	1042/16.6	17.5	18.7	7.4	73	901	WARM
4. WNAK	(BB)	75/ 6.3	8.6	7.3	8.7	7.0	7.7	76/533	519/ 8.3	9.4	9.7	4.8	47	369	WNAK
5. WMGS-F	(AC)	60/ 5.1	4.9	3.5	5.4	5.4	4.7	63/773	716/11.4	11.6	15.1	4.8	42	313	WMGS-F
6. WWRB-F	(AOR)	39/ 3.3	2.9	4.6	3.3	4.4	3.5	40/636	626/10.0	11.3	14.2	4.6	45	679	WWRB-F
7. WWSH-F	(EZ)	38/ 3.2	5.3	4.0	5.4	5.3	4.5	47/633	507/ 8.1	10.2	11.5	3.8	38	521	WWSH-F
8. WGBI-F	(AC)	30/ 2.5	2.8	2.6	2.9	3.8	2.7	34/597	473/ 7.5	10.2	13.8	2.2	22	443	WGBI-F
WDLS-F	(C)	30/ 2.5	2.4	2.2	----	----	1.8	34/419	361/ 5.8	4.9	0.0	2.8	28	372	WDLS-F
10. WZZO-F	(AOR)	28/ 2.4	1.8	0.9	1.4	1.3	1.6	50/495	284/ 4.5	4.3	3.4	2.2	22	399	WZZO-F
WEJL	(BB)	28/ 2.4	4.9	4.0	2.8	2.2	3.5	28/448	419/ 6.7	9.9	7.2	2.6	26	385	WEJL
12. WSGD-F	(O)	27/ 2.3	1.8	3.4	2.7	3.0	2.5	29/435	313/ 5.0	7.1	5.9	2.1	21	334	WSGD-F
WEAY-F	(O)	27/ 2.3	1.8	2.0	2.2	1.7	2.1	27/369	369/ 5.9	4.7	4.7	2.0	20	363	WEAY-F
14. WWDL-F	(SAC)	21/ 1.8	1.6	1.0	0.6	0.4	1.3	21/369	342/ 5.5	4.1	3.2	0.6	6	95	WWDL-F
WSBG-F	(CHR)	21/ 1.8	1.8	1.8	1.2	1.6	1.6	23/344	332/ 5.3	4.0	3.8	1.3	13	319	WSBG-F
WHLM-F	(CHR)	21/ 1.8	1.8	2.6	1.8	2.8	2.0	29/521	365/ 5.8	5.1	6.5	1.8	18	258	WHLM-F

12+ FM SHARE (METRO): 69.60% (712 of 1023) (WIN 89: 65.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F	1 WKRZ-F	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WNAK <	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WARM
2	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WEZX-F>	2 WARM	2 WARM	2 WEZX-F	2 WEZX-F>	2 WEZX-F>>	2 WKRZ-F>
3	3 WWRB-F	3 WMGS-F>	3 WMGS-F>	3 WMGS-F>	3 WKRZ-F>	3 WEZX-F>	3 WMGS-F	3 WMGS-F	3 WARM <	3 WDLS-F<
4	4 WMGS-F	4 WWRB-F	4 WSGD-F	4 WSGD-F	4 WWSH-F<	4 WMGS-F	4 WNAK	4 WNAK	4 WWRB-F	4 WMGS-F>
5	5 WZZO-F	5	5	5 WARM <	5 WMGS-F	5 WNAK	5 WARM	5	5	5 WEZX-F
6	6	6	6	6 WGBI-F	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F	1 WEZX-F	1 WEZX-F>	1 WKRZ-F<	1 WKRZ-F<
2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WMGS-F<	2 WMGS-F>	2 WWRB-F	2 WKRZ-F>>	2 WKRZ-F>>	2 WEZX-F>>	2 WEZX-F>>
3 WWRB-F	3 WMGS-F	3 WMGS-F>	3 WEZX-F>	3 WEZX-F	WEZX-F>	3 WWRB-F	3 WSBG-F	3 WZZO-F<	3 WSGD-F
4 WMGS-F>	4 WWRB-F	4 WWRB-F	4 WGBI-F	4 WGBI-F	4 WZZO-F>>	4 WZZO-F	4 WZZO-F	4 WWRB-F	4 WMGS-F>
5 WZZO-F	5 WGBI-F>	WGBI-F>>	5 WWRB-F	5 WARM	5 WXPX >	5	WMGS-F	5 WSGD-F	5 WZZO-F
WHXT-F	6 WZZO-F	6 WZZO-F	6	6	6 WAVT-F	6	6 WWRB-F	6	6
WGBI-F>	7	WEAY-F	7	7	WMGS-F	7	7	7	7

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME				
WARD	1550	Pittston	1.4/3.9/ 16/ 256	WAEB-F	104.1	Allentown	0.5/1.8/ 22/ 315
WBAX	1240	Wilkes-Barre	1.4/4.3/ 16/ 276	WAVT-F	101.9	Pottsville	0.8/2.5/ 67/ 725
WBNE-F	95.5	Benton	0.5/1.7/ 7/ 135	WEAZ	560	Philadelphia	0.2/0.5/ 2/ 33
WCDL	1440	Carbondale	0.9/1.7/ 13/ 190	WEAZ-F	101.1	Philadelphia	0.2/1.1/ 6/ 98
WCNR	930	Bloomsburg	1.0/2.4/ 16/ 173	WFMZ-F	100.7	Allentown	0.9/2.6/ 16/ 299
WGBI	910	Scranton/Wl.Br.	1.2/2.9/ 14/ 195	WHXT-F	99.9	Easton/Allentwn	1.0/2.7/ 20/ 295
WICK	1400	Scranton	1.5/4.0/ 18/ 250	WKSB-F	102.7	Williamsport	0.7/2.0/ 37/ 530
WILK	980	Wilkes-Barre/Sc	1.4/5.4/ 18/ 357	WLEV-F	96.1	Easton	0.9/2.2/ 21/ 235
WQEQ-F	103.1	Freeland/Hzlton	1.3/2.2/ 19/ 209	WYSP-F	94.1	Philadelphia	0.3/1.6/ 11/ 199
WVPO	840	Stroudsburg	0.8/1.4/ 10/ 89				
WXPX	1300	W Hazleton/Hzlt	1.4/2.1/ 17/ 135				

RADIO STATIONS

WARD, 1550, 10 KW/500 W (DA-2)	, TALK	APR, ABC T,	$ 12.00	(Savalli)	
WARM, 590, 5 KW (DA-2)	, MOR	NBC,	$ 45.00	(Mc-Guild)	Susquehanna
WBAX, 1240, 1 KW	, NOSTALGIA	CNN,	$ 16.00	(---)	
WEJL, 630, 500 W (DAYS)	, NOSTALGIA	ABC I,	$ 20.00	(Christal)	Shamrock-Lynett
WGBI, 910, 1 KW/500 W	, COUNTRY	CBS,	$ 14.00	(Torbet)	
WICK, 1400, 1 KW	, BTFL/EZ	ABC D,	$ 14.00	(Roslin)	
WILK, 980, 5 KW/1 KW (DA-2)	, TALK	CNN, ABC E,	$ 17.00	(Mc-Guild)	Keymarket
WNAK, 730, 1 KW/38 W (DA-1)	, NOSTALGIA	NBC,	$ 27.00	(K & P)	
WEAY-F, 92.1, .9 KW @ 552,	OLDIES	CNN,	$ 16.00	(---)	
WEZX-F, 107.1, 190 W @ 1270,	AOR	ABC R,	$ 37.00	(Christal)	Shamrock-Lynett
WGBI-F, 101.3, 7 KW @ 1110,	AC	RADRAD,	$ 27.00	(Torbet)	
WHLM-F, 106.5, 37 KW @ 597,	AC	US 2,	$ 18.00	(Banner)	(BLOOMSBURG)
WKRZ-F, 98.5, 9 KW @ 1172,	CHR	,	$ 60.00	(Katz)	Keymarket
WMGS-F, 92.9, 9 KW @ 1060,	AC	,	$ 40.00	(Mc-Guild)	Susquehanna
WSGD-F, 94.3, .3 KW @ 770,	OLDIES	,	$ 18.00	(Republic)	(CARBONDALE)
WWSH-F, 97.9, 24 KW @ 660,	BTFL/EZ	,	$ 23.00	(Katz)	(HAZLETON)
WWRB-F, 102.3, 3 KW @ 71,	CHR/AOR	ABC C,	$ 22.00	(Mc-Guild)	

YORK

Arbitron Rank/Pop (12+): 104/340,200

MSA Rank/Pop: 114/404,100
ADI # 46
Average Person Ratings: 18.7
Market TSL: 24.50 hours

Stations: 31/11
Diaries: 812/419:1/70.1%
Sample Target: 730
% Below Line: 35.6
% Not Listed: 14.5

1989 Revenue: $12,300,000
HH Inc.: $29,429
Retail $: 2.5 Bil
Pop per Station: 30,927
#1 Biller: WARM-F $3,400,000

12+ METRO	1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WARM-F (AC)	64/10.1	10.3	9.2	10.4	12.1	10.0	164/1862	740/21.8	21.0	25.3		8.7	54	764	WARM-F
2. WQXA-F (CHR)	55/ 8.7	5.8	5.3	6.5	6.3	6.6	108/1637	630/18.5	16.9	20.3		7.9	49	708	WQXA-F
WGTY-F (C)	55/ 8.7	7.9	7.0	5.6	5.4	7.3	61/661	542/15.9	14.4	13.0		4.8	30	498	WGTY-F
4. WYCR-F (CHR)	50/ 7.9	12.4	12.8	12.8	8.8	11.5	71/1427	894/26.3	29.1	27.3		10.5	65	960	WYCR-F
WSBA (MOR)	50/ 7.9	8.8	9.7	5.6	8.4	8.0	56/653	5648/16.1	18.3	18.0		9.2	57	719	WSBA
6. WNCE-F (EZ)	43/ 6.8	6.5	7.5	8.7	9.6	7.4	170/1701	431/12.7	13.9	16.9		6.1	38	381	WNCE-F
7. WRKZ-F (C)	42/ 6.6	8.1	9.2	7.8	11.1	7.9	137/1722	466/13.7	15.0	21.1		7.1	44	596	WRKZ-F
8. WTPA-F (AOR)	23/ 3.6	1.7	2.0	1.6	1.2	2.2	90/1028	225/ 6.6	4.3	6.2		3.4	21	330	WTPA-F
9. WNNK-F (CHR)	19/ 3.0	1.8	1.9	2.0	1.5	2.2	157/2201	290/ 8.5	6.6	7.4		2.9	18	345	WNNK-F
10. WGRX-F (AOR)	18/ 2.8	3.8	3.6	5.1	6.2	3.8	28/568	355/10.4	10.9	12.8		6.1	38	525	WGRX-F
WHTF-F (CL AOR)	18/ 2.8	4.0	2.9	3.1	2.0	3.2	75/1159	293/ 8.6	9.4	8.4		3.7	23	341	WHTF-F

12+ FM SHARE (METRO): 83.24% (452 of 543) (WIN 89: 84.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WQXA-F	1 WARM-F	1 WARM-F>	1 WARM-F>	1 WSBA	1 WSBA	1 WARM-F>	1 WARM-F	1 WYCR-F	1 WARM-F>>
2 WQXA-F	2 WYCR-F	2 WQXA-F	2 WQXA-F	2 WGTY-F	2 WNCE-F	2 WARM-F	2 WGTY-F	2 WQXA-F	2 WQXA-F>	2 WRKZ-F
3	3 WARM-F	3 WGTY-F	3 WGTY-F	3 WQXA-F	3 WARM-F	3 WGTY-F	3 WSBA	3 WYCR-F	3 WGTY-F<	WSBA
4	4 WTPA-F	4 WYCR-F>	4 WRKZ-F	4 WRKZ-F	4 WGTY-F	4 WQXA-F	4 WQXA-F	4 WGTY-F	4 WARM-F>	4 WGTY-F
5	5 WHTF-F	5 WRKZ-F	5 WYCR-F>	5 WYCR-F	5 WRKZ-F>	5 WRKZ-F	5 WNCE-F<	5 WNCE-F<	5 WRKZ-F	5
6	WGTY-F	6 WTPA-F	6 WSBA	WSBA	6 WQXA-F	WYCR-F	6 WRKZ-F	6 WSBA	WNCE-F	6
7	7 WNNK-F	7	WHTF-F	7 WNCE-F	7	7 WNCE-F	7	7 WRKZ-F	7 WGRX-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQXA-F	1 WQXA-F	1 WQXA-F	1 WARM-F	1 WARM-F>	1 WTPA-F	1 WTPA-F	1 WHTF-F	1 WGTY-F	1 WARM-F>
2 WYCR-F>	2 WYCR-F	2 WARM-F	2 WQXA-F	2 WQXA-F	WGTY-F>	2 WHTF-F	2 WTPA-F	2 WARM-F	2 WGTY-F
3 WNNK-F	3 WARM-F>	3 WYCR-F>	3 WYCR-F	WGTY-F	3 WQXA-F>	3 WGTY-F>	3 WARM-F	3 WQXA-F	3 WRKZ-F
WARM-F>	4 WNNK-F	4 WRKZ-F	4 WGTY-F>	4 WSBA	4 WYCR-F>	4 WYCR-F	4 WYCR-F	4 WTPA-F	4 WQXA-F
5 WTPA-F	5 WGRX-F	WGRX-F	5 WRKZ-F	5 WNCE-F	5 WNNK-F	5 WQXA-F	WGTY-F	5 WHTF-F	5 WHTF-F
WGRX-F>>	6	WGTY-F>	WNNK-F	6 WRKZ-F	WGRX-F	WARM-F	6 WRKZ-F	6 WRKZ-F	6 WTPA-F
7	7	7	7	WYCR-F	WHTF-F	7	7	7	WYCR-F

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WGCB-F	96.1	Red Lion	0.3/2.0/ 14/ 265
WGET	1320	Gettysburg	1.3/3.0/ 8/ 103
WHVR	1280	Hanover	1.1/3.4/ 7/ 114
WOYK	1350	York	0.9/2.3/ 7/ 100
WXKU	1250	York	0.3/2.5/ 2/ 99
WBAL	1090	Baltimore	0.6/2.8/ 13/ 192
WCMB	1460	Harrisburg	0.5/1.6/ 14/ 319
WDAC-F	94.5	Lancaster	1.1/3.0/ 87/ 935
WFRE-F	99.9	Frederick	1.1/2.7/ 9/ 138
WHP	580	Harrisburg	0.9/2.6/ 67/ 867
WHYL	960	Carlisle/Hrsbrg	0.8/1.6/ 43/ 498
WIOV-F	105.1	Ephrata/Lancast	1.1/2.9/ 67/ 815
WIYY-F	97.9	Baltimore	0.9/3.2/ 10/ 162
WLAN-F	96.9	Lancaster	0.5/4.1/ 70/1310
WLIF-F	101.9	Baltimore	1.3/2.2/ 8/ 80
WPOC-F	93.1	Baltimore	0.6/2.3/ 4/ 112
WWKL-F	94.9	Harrisburg	1.3/4.5/ 65/ 834
WWMD-F	104.7	Hagerstown	0.8/2.6/ 6/ 136
WWMX-F	106.5	Baltimore	0.3/2.0/ 2/ 69
WXBB-F	97.3	Harrisburg	0.9/3.1/ 50/ 731

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2) , MOR MBS, $ 14.00 (---) (GETTYSBURG)
WHVR, 1280, 5 KW/500 W (DA-2) , MOR NBC, $ N/A (HNWH)
WSBA, 910, 5 KW/1 KW (DA-2) , MOR , $ 47.00 (Eastman) Susquehanna

WARM-F, 103.3, 6 KW @ 1310, AC , $ 57.00 (Eastman) Susquehanna
WGTY-F, 107.7, 16 KW @ 350, COUNTRY MBS, $ 17.00 (---) (GETTYSBURG)
WHTF-F, 92.7, .6 KW @ 700, CLASSIC AOR SOURCE, $ 25.00 (Banner)
WQXA-F, 105.7, 25 KW @ 520, CHR , $ 40.00 (Katz)
WYCR-F, 98.5, 11 KW @ 930, CHR , $ 33.00 (HNWH)

OTHER RANKED STATIONS -- See Harrisburg, Lancaster or Baltimore

MISCELLANEOUS COMMENTS: WHP-F changes calls to WXBB-F as of February 1990

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000
MSA Rank/Pop: 97/506,100
ADI # 90
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 24/8
Diaries: 996/421:1/61.1%
Sample Target: 850
% Below Line: 6.8
% Not Listed: 12.3

1989 Revenue: $10,200,000
HH Inc.: $27,240
Retail $: 3.2 Bil
Pop per Station: 52,375
#1 Biller: NA $0

12+ METRO		1/4/SHARE	FAL 89	SUM 89	SPG 89	WIN 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	WIN 89		Birch Share	Birch AQH	Birch Cume	
1. WHOT-AF	(CHR)	97/13.5	12.8	15.9	14.6	12.6	14.2	164/2300	1446/34.5	37.0	35.2		17.4	130	1601	WHOT-AF
2. WKBN	(MOR)	84/11.6	7.9	10.2	8.0	9.0	9.4	108/1365	950/22.7	18.9	21.8		8.7	65	630	WKBN
3. WBBG-F	(AC)	78/10.8	8.5	8.8	8.7	6.8	9.2	98/1134	812/19.4	19.7	16.0		9.0	67	871	WBBG-F
4. WQXK-F	(C)	65/ 9.0	9.7	8.3	10.9	7.9	9.5	136/1281	715/17.1	17.1	17.4		8.2	61	656	WQXK-F
5. WKBN-F	(EZ)	61/ 8.4	8.2	9.0	10.6	11.3	9.1	93/1395	851/20.3	20.2	21.5		7.5	56	693	WKBN-F
6. WNCD-F	(AOR)	55/ 7.6	5.2	5.6	5.2	7.0	5.9	67/685	598/14.3	13.2	14.6		7.9	59	697	WNCD-F
7. WYFM-F	(AC)	40/ 5.5	7.0	6.6	4.9	5.9	6.0	90/1216	683/16.3	16.3	17.5		5.2	39	531	WYFM-F
8. WFMJ	(BB)	27/ 3.7	6.5	6.0	4.7	6.1	5.2	39/475	350/ 8.4	13.4	13.0		6.2	46	466	WFMJ
9. WBBW	(N/T)	26/ 3.6	3.9	4.0	3.9	3.6	3.8	28/414	393/ 9.4	11.5	11.6		2.4	18	319	WBBW
10. WGFT	(REL)	17/ 2.4	1.8	1.7	1.4	1.9	1.8	17/117	117/ 2.8	3.9	2.5		0.9	7	98	WGFT
11. WPHR-F	(CHR)	12/ 1.7	1.3	1.2	2.4	1.5	1.7	18/371	276/ 6.6	6.5	7.1		2.1	16	387	WPHR-F
12. WRKU-F	(AOR)	10/ 1.4	3.9	3.4	4.5	3.5	3.3	29/541	204/ 4.9	11.6	7.3		2.8	21	356	WRKU-F

12+ FM SHARE (METRO): 71.92% (456 of 634) (WIN 89: 71.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-AF>>	1 WHOT-AF	1 WBBG-F<	1 WBBG-F	1 WBBG-F	1 WKBN >	1 WHOT-AF	1 WBBG-F<	1 WHOT-AF	1 WHOT-AF	1 WKBN
2 WNCD-F	2 WNCD-F>	2 WHOT-AF	2 WHOT-AF>	2 WHOT-AF>	2 WBBG-F<	2 WKBN	2 WKBN <	2 WBBG-F	2 WKBN <	2 WQXK-F>>
3	3 WBBG-F>	3 WNCD-F>	3 WNCD-F	3 WQXK-F	3 WQXK-F	3 WBBG-F>	3 WKBN-F	3 WKBN	3 WNCD-F	3 WFMJ
4	4 WYFM-F>	4 WQXK-F	4 WYFM-F	4 WKBN-F<	4 WKBN-F>	4 WNIR-F<	4 WHOT-AF	4 WKBN-F<	4 WBBG-F	4 WNCD-F
5	5 WQXK-F	WKBN-F	5 WKBN-F	5 WKBN <	5 WHOT-AF	5 WQXK-F	5 WQXK-F	5 WQXK-F<	5 WQXK-F	WHOT-F
6	WKBN-F	6 WYFM-F	6	6 WYFM-F	6 WFMJ	6 WKBN-F	6 WNCD-F	6 WNCD-F>	6 WKBN-F	WBBG-F>>
7	7	7	7	WNCD-F	7	7 WYFM-F	7 WYFM-F	7	7 WYFM-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-AF	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF>	1 WHOT-AF	1 WNCD-F	1 WNCD-F>	1 WNCD-F>	1 WBBG-F	1 WBBG-F>
WNCD-F>	2 WNCD-F	2 WYFM-F	2 WBBG-F	2 WBBG-F	2 WHOT-AF>>	2 WHOT-AF>	2 WHOT-AF	2 WNCD-F	2 WNCD-F
3 WKBN-F	3 WYFM-F	3 WBBG-F>	3 WKBN-F	3 WKBN-F	3 WBBG-F	3 WBBG-F>	3 WBBG-F>	3 WHOT-AF>	3 WQXK-F
4 WBBG-F>	WBBG-F	4 WNCD-F	4 WYFM-F>	4 WYFM-F<	4 WDVE-F	4 WQXK-F>	4 WQXK-F	4 WQXK-F>	4 WHOT-AF
5 WPHR-F	5 WKBN-F>>	WKBN-F>	5 WQXK-F	5 WQXK-F	WQXK-F>	5 WYFM-F	5 WYFM-F	5 WYFM-F	5 WKBN >
WYFM-F>>	6 WQXK-F	6 WQXK-F	WNCD-F	6 WKBN	6 WRKU-F	WRKU-F	6 WRKU-F>	WKBN	6
7 WRKU-F	7 WRKU-F	WKBN >	7	7	WKBN-F>>	7	7	7	7
WQXK-F	8	8	8	8	8	8		8	8

OTHER RATED STATIONS			METRO SHARE/ CUME RTG/ TSA AQH/ TSA CUME
WKTX-F	96.7	Mercer/Ygstwn.	0.6/1.2/ 8/ 169
WQJY-F	95.9	Sharpsville	0.8/2.9/ 14/ 248
WRRO	1440	Warren	1.0/4.8/ 8/ 211
WSOM	600	Salem	1.1/2.6/ 18/ 195
WDVE-F	102.5	Pittsburgh	1.0/3.4/ 45/ 607
WKDD-F	96.5	Akron/Canton	0.4/2.5/ 3/ 125
WMMS-F	100.7	Cleveland	1.0/3.7/ 8/ 191
WNIR-F	100.1	Kent/Akron	0.7/1.9/ 8/ 116
WONE-F	97.5	Arkon/Cleveland	0.7/2.5/ 9/ 185
WTOF-F	98.1	Canton/Akron	0.7/3.2/ 8/ 166
WWWE	1100	Cleveland	0.7/3.1/ 6/ 173

RADIO STATIONS

WBBW, 1240, 1 KW (DA-1)	, TALK	ABC E, ABC T, $	24.00 (Republic)	H & D
WFMJ, 1390, 5 KW (DA-N)	, NOSTALGIA	NBC, $	18.00 (Savalli)	
WKBN, 570, 5 KW (DA-N)	, MOR	CBS, $	36.00 (Katz)	
WBBG-F, 93.3, 50 KW @ 280	, OLDIES	ABC E, $	37.00 (Republic)	H & D
WHOT-F, 101.1, 24 KW @ 711	, NOSTALGIA	, $	65.00 (Eastman)	Myron Jones
WKBN-F, 98.9, 5 KW @ 1370	, EZ/SOFT AC	, $	35.00 (Katz)	
WOJY-F, 95.9, 3 KW @ 165	, CHR	, $	20.00 (K & P)	(SHARPSVILLE, PA)
WNCD-F, 106.1, 3 KW @ 330	, CLASSIC AOR	, $	N/A (Torbet)	(NILES)
WQXK-F, 105.1, 88 KW @ 430	, COUNTRY	, $	40.00 (Mc-Guild)	Legend (SALEM)
WRKU-F, 95.1, 19 KW @ 805	, AOR	, $	20.00 (---)	Beta (GROVE CITY, PA)
WYFM-F, 102.9, 26 KW @ 455	, AC	ABC-C, $	39.00 (Durpetti)	Regional (SHARON, PA)

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PUBLISHED IN MAY PRICE: $110.00

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AMERICAN RADIO

SPRING 1990 REPORT

(Arbitron Rating Period: 29 March 1990 - 20 June 1990)

Compiled and Edited By:

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INTRODUCTION

This is the 16th year American Radio has been published. Your support of this work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I can be reached at the following address:

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I strongly urge all of you (particularly new subscribers) to carefully read the definition pages at the beginning of Section B. This will help you to understand all of the information given in the Individual Market Reports. However, if you have any questions, please feel free to call me. I figure that my time and my call back to you are part of the subscription price. Also, I always enjoy talking about American Radio.

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Every effort has been made to make this book as accurate as is humanly possible. However, we are responsible for errors only to the extent that subscribers will be notified is such action is justified.

Any corrections made by Arbitron to earlier published reports are included if they are received by 10 August, 1990.

Work on this edition was completed on 17 August, 1990. Mailing will begin on 26 August, 1990. If your copy is defective in any way, let me know and I will promptly mail you another copy.

FORMATS

The formats showing the greatest growth were AOR/Classic AOR, Black/Urban, Hispanic and Classical. Major declines were posted by CHR and EZ.

LISTENING LEVELS

Overall listening levels (APR's) were down a bit from 1989 but still above the depressed 1987/1988 levels and in line with the highest levels of the past decade.

FM SHARE

The national FM share is now just short of 74% -- 73.952% to be exact. This represents a growth over 1989 levels of 0.7%. This is the smallest increase in the 15 years I have been keeping records. It seems to confirm our prediction made in 1985 that FM share would level off short of 80%. We believe that the AM situation has stabilized.

LARGEST STATION SHARE CHANGES

SHARE GAINERS			SHARE LOSERS		
WRKT-F	Erie	+14.7	KTRS-F	Casper	-19.6
WZHT-F	Montgomery	+12.9	KKHT-F	Spring. MO	-10.7
KGBX-F	Spring. MO	+ 9.7	WZEE-F	Madison	- 9.3
KKRQ-F	Cedar Rapids	+ 9.6	WRBQ-F	Tampa	- 7.8
KMGW-F	Casper	+ 8.7	WKKQ	Duluth	- 7.5
WIFX-F	Madison	+ 8.4	KCIX-F	Boise	- 7.4
WHLX-F	Wheeling	+ 8.3	KRLB-F	Lubbock	- 7.0
KRKX-F	Billings	+ 8.3			

LEADING STATIONS

WRKS-F is now the most-listened-to station in the U.S. (1/4 Hr. Avg.). . . Stations in the top 100 making impressive gains include: WBLS, WFAN, WYNY, WNEW, WVEE, WYSP, KTWV, KLVE, KROQ KFWB, KXEZ, KKBT, KSCS, KWKW, WLIB, WQXR, KZLA, WUSN, WDVE, KLSX, WOGL, KFRC, WADO and WFLZ.

OTHER LEADERS

12+ Metro Share:	WIVK A/F	Knoxville
12+ TSA Cume:	WINS	New York
Metro Cume Rating:	KTRS-F	Casper
	WIXX-F	Green Bay
FM Share:	Lancaster, PA (94.36%)	

LEADING STATIONS BY FORMAT

	1/4 Hour Average		Metro Share	
CHR/Top 40	WHTZ-F	New York	KTRS-F	Casper
AOR/Classic	WNEW-F	New York	KQWB-F	Fargo
AC/Soft Rock/Oldies	WCBS-F	New York	WMGI-F	Terre Haute
EZ/Btfl	WPAT A/F	New York	WDUV-F	Sarasota
Black/Urban	WRKS-F	New York	WZHT-F	Montgomery
Country	WYNY-F	New York	WIVK A/F	Knoxville
News/Talk	WINS	New York	KMOX	St. Louis
MOR/Full Service	WJR	Detroit	WJBC	Bloomington, IL
Nostalgia	WNEW	New York	WEYZ	Erie
Hispanic	WSKQ-F	New York	KGBT	McAllen-Browns
Religion/Gospel	WWRL	New York	WDDO	Macon
Classical	WQXR-F	New York	KLEF-F	Anchorage
Jazz/NAC	WQCD-F	New York	KNIK-F	Anchorage

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Altoona
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Anchorage
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Appleton-Oshkosh
Asheville

Atlanta
Atlantic City
Augusta, GA
Austin
Bakersfield
Baltimore
Baton Rouge
Beaumont
Billings
Binghamton

Birmingham
Bloomington, IL
Boise
Boston
Bridgeport
Buffalo
Canton
Casper
Cedar Rapids
Charleston, SC

Charleston, WV
Charlotte
Chattanooga
Chicago
Cincinnati
Cleveland
Colorado Springs
Columbia
Columbus, GA
Columbus, OH

Corpus Christi
Dallas-Ft. Worth
Daven-RI-Moline
Dayton
Daytona Beach

Denver
Des Moines
Detroit
Duluth
El Paso
Erie
Eugene
Evansville
Fargo
Fayetteville, NC

Flint
Ft. Wayne
Fresno
Grand Rapids
Green Bay
Greensboro-WS
Greenville, NC
Greenville-Spart
Harrisburg
Hartford

Honolulu
Houston
Huntington, WV
Huntsville
Indianapolis
Jackson, MS
Jacksonville
John City-Kingsport
Johnstown
Kalamazoo

Kansas City
Knoxville
Lafayette, LA
Lakeland
Lancaster
Lansing
Las Vegas
Lexington
Lincoln
Little Rock

Los Angeles
Louisville
Lubbock
Macon
Madison

Manchester
McAllen-Brownsville
Melbourne-Titus-Cocoa
Memphis
Miami-Ft. Lauderdale
Milwaukee
Minneapolis-St. Paul
Mobile
Modesto
Monmouth-Ocean

Montgomery
Nashville
Nassau-Suffolk
New Haven
New Orleans
New York
Norfolk
Oklahoma City
Omaha
Orlando

Oxnard-Ventura
Pensacola
Peoria
Philadelphia
Phoenix
Pittsburgh
Portland, ME
Portland, OR
Portsmouth-Dover, NH
Providence

Pueblo
Raleigh
Reno
Richmond
Riverside-San Bern
Roanoke-Lynchburg
Rochester
Rockford
Sacramento
Saginaw-Bay City-Midland

St. Louis
Salisbury-OC, MD
Salinas-Monterey-Santa Cruz
Salt Lake City
San Antonio

San Diego
San Francisco
San Jose
Sarasota-Bradenton
Savannah
Seattle-Tacoma
Shreveport
Sioux Falls
South Bend
Spokane

Springfield, MA
Springfield, MO
Steubenville
Stockton
Syracuse
Tallahassee
Tampa-St. Pete
Terre Haute
Toledo
Topeka

Tucson
Tulsa
Utica-Rome
Waco
Washington
Waterloo-CF
West Palm Beach
Wheeling
Wichita
Wilkes Barre-Scranton

Wilmington, DE
Wilmington, NC
Worcester
York
Youngstown

METRO SHARE LEADERS AND MAJOR MARKET CHANGES

This table shows the 12+ Metro Share (6AM-MID, Mon-Sun) leaders for each rated market. Also listed are the stations in each market which had the largest gain in share or loss in share.

The period covered for the share changes is Spring 1989 to Spring 1990. I am convinced that year-to-year comparisons are more accurate and valid than "last book" comparisons.

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Akron	WKDD-F, 7.5, CHR	WGAR-F, +2.3, C	WPHR-F, -1.9, CHR
Albany-Schenectedy-Troy	WGY , 9.7, MOR	WKLI-F, +2.5, AC	WSHZ-F, -1.4, AC
Albuquerque	KRST-AF, 12.4, C	KKSS-F, +5.0, CHR	KOLT-F, -3.1, C
Allentown-Bethlehem	WFMZ-F, 14.9, EZ	WFMZ-F, +2.1, EZ	WAEB, -2.1, AC
Altoona	WPRR-F, 14.1, CHR	WBXQ-F, +7.3, AOR	WGMR-F, -2.2, C
Amarillo	KMML-F, 14.7, C	KDJW-AF, +3.3, C	KQIZ-F, -3.6, CHR
Anchorage	KPXR-F, 12.2, CHR	KBFX-F, +6.7, AOR	KENI, -3.6, N/T
Ann Arbor	WJR , 13.4, MOR	WRIF-F, +1.4, AOR	WCSX-F, -2.0, AOR
Appleton-Oshkosh	WAPL-F, 15.1, AOR	WHBY, +4.0, MOR	WQLH-F, -3.2, EZ
Asheville	WWNC, 24.7, C	WWNC, +5.1, C	WESC-F, -2.7, C
Atlanta	WVEE-F, 15.1, B	WVEE-F, +5.2, B	WKHX-F, -3.2, C
Atlantic City	WFPG-F, 10.5, EZ	WOND, +4.1, B	WAYV-F, -5.7, AC
Augusta	WBBQ-AF, 23.1, CHR	WKZK, +1.7, REL	WRXR-F, -2.3, AOR
Austin	KASE-F, 14.5, C	KHFI-F, +1.6, CHR	KBTS-F, -3.6, CHR
Bakersfield	KUZZ-AF, 19.6, C	KAFY, +4.0, SP	KKBB-F, -3.8, AOR
Baltimore	WBAL, 8.8, N/T	WQSR-F, +2.2, AC	WLIF-F, -2.1, EZ
Baton Rouge	WYNK-AF, 12.6, C	KIEZ-F, +2.8, EZ	WNDC, -2.6, REL
Beaumont	KAYD-AF, 13.1, C	KALO, +4.4, B	KWIC-F, -2.9, AOR
Billings	KZLS-F, 13.6, CHR	KRKX-F, +8.3, AOR	KCTR, -2.3, C
Binghamton	WAAL-F, 22.6, CHR	WMXW-F, +3.8, AC	WMRV-F, -1.5, AC
Birmingham	WZZK-AF, 15.7, C	WATV, +1.9, B	WZZK-AF, -3.0, C
Bloomington	WJBC, 26.1, MOR	WGLO-F, +2.2, AC	WIHN-F, -3.1, AC
Boise	KCIX-F, 12.2, AC	KQFC-F, +3.3, C	KCIX-F, -7.4, AC
Boston	WZOU-F, 7.4, CHR	WBCN-F, +1.3, AOR	WJIB-F, -1.7, EZ
Bridgeport	WICC, 15.1, MOR	WICC, +4.8, MOR	WEZN-F, -3.1, AC
Buffalo-Niagara Falls	WKSE-F, 10.7, CHR	WUFX-F, +2.4, AOR	WJYE-F, -4.1, EZ
Canton	WHBC-F, 15.3, EZ	WRQK-F, +3.9, AOR	WHBC, -2.6, MOR
Casper	KTRS-F, 29.3, CHR	KMGW-F, +8.7, AC	KTRS-F, -19.6, CHR
Cedar Rapids	WMT , 16.0, MOR	KKRQ-F, +9.6, AC	KOKZ-F, -4.5, CHR
Charleston, SC	WEZL-F, 13.5, C	WUJM-F, +3.1, B	WMGL-F, -3.3, B
Charleston, WV	WQBE-F, 24.0, C	WQBE-F, +4.6, C	WVNS-F, -2.9, AC
Charlotte	WSOC-F, 13.1, C	WXRC-F, +1.5, AOR	WSOC-F, -1.3, C
Chattanooga	WUSY-F, 17.7, C	WUSY-F, +5.1, C	WSKZ-F, -5.5, CHR
Chicago	WGN , 8.0, N/T	WGCI-F, +1.5, B	WYTZ-F, -1.6, CHR
Cincinnati	WLW , 12.1, MOR	WGRR-F, +3.3, AC	WOFX-F, -2.3, AC
Cleveland	WLTF-F, 10.4, AC	WGAR-F, +1.4, C	WMMS-F, -3.1, AOR
		WPHR-F, +1.4, CHR	
Colorado Srings	KKCS-F, 10.9, C	KIKX-F, +2.6, CHR	KVUU-F, -2.4, AC
Columbia, SC	WWDM-F, 17.7, B	WYYS-F, +2.8, CHR	WMFX-F, -3.2, AOR
Columbus, GA	WSTH-AF, 14.9, C	WVRK-F, +5.6, AOR	WGSY-F, -3.9, AC
Columbus, OH	WNCI-F, 16.1, CHR	WTVN, +3.2, MOR	WLVQ-F, -2.5, AOR
Corpus Christi	KZFM-F, 16.7, CHR	KZFM-F, +3.7, CHR	KEYS, -3.7, AC
Dallas-Ft. Worth	KSCS-F, 8.6, C	KSCS-F, +1.7, C	KVIL-AF, -2.0, AC
Davenport-Ri-Moline	WLLR-AF, 16.1, C	KFMH-F, +2.1, AOR	KMJC-F, -2.7, AC
Dayton	WGTZ-F, 10.9, CHR	WGTZ-F, +3.6, CHR	WGRR-F, -5.1, AC
Daytona Beach	WWLV-F, 12.6, EZ	WGNE-F, +6.2, C	WJHM-F, -4.1, B
Denver	KYGO-F, 7.9, C	KBPI-F, +2.8, AOR	KAZY-F, -2.6, AOR
Des Moines	KGGO-F, 14.9, AOR	KRNQ-F, +2.6, CHR	KDMG-F, -2.7, AC
Detroit	WJR , 8.5, MOR	WLTI-F, +2.0, AC	WJOI-F, -1.7, EZ
Duluth	KZIO-F, 14.7, CHR	WAVC-F, +7.8, C	WKKQ, -7.5, C
El Paso	KPRR-F, 14.6, CHR	KAMA, +1.4, SP	KTSM-F, -3.0, EZ
Erie	WJET-F, 19.8, CHR	WRKT-F, +14.7, AOR	WJET-F, -4.7, CHR
Eugene	KUGN-F, 14.3, C	KZEL-F, +2.6, AOR	KUGN-F, -2.3, C
Evansville	WSTO-F, 18.4, CHR	WWOK, +6.6, BB	WSTO-F, -3.7, CHR
Fargo	KQWB-F, 15.5, AOR	KVOX, +4.4, BB	WDAY-F, -4.9, CHR
Fayetteville, NC	WZFX-F, 23.6, B	WZFX-F, +6.0, B	WKML-F, -3.3, C
Flint	WCRZ-F, 15.9, AC	WFLT, +2.0, REL	WIOG-F, -3.1, CHR
Fort Wayne	WMEE-F, 19.9, CHR	WJFX-F, +3.7, CHR	WMEE-F, -3.5, CHR
Fresno	KMJ , 10.3, N/T	KMJ , +2.7, N/T	KJOI-F, -3.0, EZ
Grand Rapids	WGRD-F, 11.5, CHR	WODJ-F, +5.8, AC	WOOD, -2.3, MOR
Green Bay	WIXX-F, 24.0, CHR	WAPL-F, +3.8, AOR	WDUZ, -4.3, MOR
Greensboro-WS	WTQR-F, 15.3, C	WKRR-F, +2.7, AOR	WJMH-F, -4.2, B
Greenville, NC	WIKS-F, 18.7, B	WIKS-F, +1.8, B	WSFL-F, -4.1, AC
Greenville-Spartanburg	WMYI-F, 12.9, AC	WMYI-F, +3.5, AC	WFBC-F, -4.0, AC
Harrisburg	WNNK-F, 17.4, CHR	WHYL, +3.5, BB	WRKZ-F, -2.8, C
Hartford	WTIC, 18.7, MOR	WKSS-F, +3.4, CHR	WTIC-F, -5.4, CHR
Honolulu	KQMQ-AF, 12.4, CHR	KSSK-F, +2.8, AC	KUMU-AF, -1.9, EZ
Houston	KMJQ-F, 7.8, B	KHYS-F, +2.3, B	KODA-F, -1.9, EZ
Huntington, WV	WTCR-AF, 30.9, C	WKEE-F, +1.9, CHR	WAEZ-F, -2.8, J/NA

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
Huntsville	WDRM-F, 23.1, C	WRSA-F, +3.7, EZ	WAHR-F, -5.3, AC
Indianapolis	WMJC-F, 3.1, AC	WNTS, + .5, REL	WMJC-F, -3.3, AC
Jackson	WMSI-F, 16.9, C	WSTZ-F, +4.3, AOR	WMJW-F, -2.6, AC
Jacksonville	WAPE-F, 12.8, CHR	WHJX-F, +5.4, B	WQIK-F, -3.5, C
John City-Kingsport	WQUT-F, 23.3, CHR	WQUT-F, +2.7, CHR	WTFM-F, -1.9, AC
Johnstown	WGLU-F, 15.2, CHR	WIYQ-F, +3.3, AC	WJAC, -2.4, MOR
Kalamazoo	WKFR-F, 18.3, CHR	WHEZ, +1.0, AC	WNWN-F, -1.5, C
Kansas City	WDAF, 10.7, C	KPRS-F, +2.6, B	WDAF, -4.8, C
Knoxville	WIVK-AF, 32.2, C	WMYU-F, +1.2, AC	WIVK-AF, -2.0, C
		WOKI-F, +1.2, CHR	
Lafayette, LA	KSMB-F, 20.5, CHR	KVOL-F, +4.5, AOR	KFXZ-F, -3.4, B
Lakeland	WPCV-F, 15.0, C	WFLZ-F, +6.3, AC	WEZY-F, -4.0, EZ
Lancaster	WNCE-F, 14.1, EZ	WWKL-F, +2.9, AC	WLAN-F, -3.2, CHR
Lansing	WVIC-AF, 16.8, CHR	WOOD-F, +1.9, EZ	WIBM-F, -2.3, AC
Las Vegas	KLUC-F, 11.5, CHR	KLTN-F, +1.7, AC	KRLV-F, -2.9, AC
Lexington	WVLK-F, 16.9, C	WTKT-F, +3.0, AC	WVLK-F, -3.0, C
Lincoln	KFRX-F, 12.8, CHR	KTGL-F, +3.7, AOR	KLDZ-F, -5.2, AC
Little Rock	KSSN-F, 20.1, C	KOLL-F, +4.6, AC	KARN, -2.4, N/T
Los Angeles	KOST-F, 6.2, AC	KKBT-F, +1.6, B	KPWR-F, -2.1, CHR
Louisville	WHAS, 15.7, MOR	WGZB-F, +4.3, B	WLOU, -2.8, B
Lubbock	KLLL-F, 24.3, C	KLLL-F, +5.4, C	KRLB-F, -7.0, CHR
Macon	WDEN-F, 23.0, C	WDEN-F, +2.6, C	WQBZ-F, -2.6, AOR
Madison	WIBA-F, 12.9, AOR	WTFX-F, +8.4, CHR	WZEE-F, -9.3, CHR
Manchester	WZID-F, 17.5, EZ	WZID-F, +6.5, EZ	WHOB-F, -3.2, CHR
Mcallen-Brownsville	KBFM-F, 18.0, CHR	KGBT, +2.8, SP	KELT-F, -1.9, AC
Melbourne-Titusville-Cocoa	WSSP-F, 12.0, EZ	WHKR-F, +3.2, C	WSSP-F, -8.1, EZ
Memphis	WHRK-F, 12.4, B	WMC -F, +2.0, CHR	WLOK, -1.1, REL
Miami-Ft. Lauderdale	WHQT-F, 7.1, B	WEDR-F, +3.6, B	WHQT-F, -1.9, B
Milwaukee	WTMJ, 11.6, MOR	WMVP, +1.2, B	WEZW-F, -2.4, EZ
Minneapolis-St. Paul	WCCO, 16.3, MOR	KEEY-F, +3.2, C	KSTP-F, -2.3, AC
Mobile	WBLX-F, 18.5, B	WBLX-F, +3.3, B	WGOK, -3.5, B
Modesto	KHOP-F, 13.9, CHR	KLOC, +3.7, SP	KDJK-F, -3.7, AOR
Monmouth-Ocean	WPAT-AF, 5.6, EZ	WADB-F, +2.8, EZ	WOBM-F, -4.0, AC
	WADB-F, 5.6, EZ		
Montgomery	WZHT-F, 24.4, B	WZHT-F, +12.9, B	WSYA-F, -5.9, AC
Nashville	WSIX-F, 12.7, C	WSIX-F, +3.3, C	WSM -F, -3.0, C
Nassau-Suffolk	WALK-AF, 7.0,	WYNY-F, + .6,	WALK-AF,-1.1,
New Haven	WKCI-F, 12.1, CHR	WFAN, +1.5, N/T	WDRC-F, -2.5, AC
New Orleans	WYLD-F, 12.9, B	WYLD-F, +3.6, B	WLTS-F, -2.5, AC
New York	WPAT-AF, 5.2, EZ	WRKS-F, +1.0, B	WHTZ-F, -1.4, CHR
Norfolk	WNOR-AF, 9.2, AOR	WNOR-AF, +2.6, AOR	WAFX-F, -4.2, AOR
Oklahoma City	KATT-F, 9.2, AOR	KATT-F, +1.7, AOR	KJYO-F, -2.6, CHR
Omaha	KEZO-AF, 15.2, AOR	KESY-AF, +3.3, EZ	KFAB, -2.3, MOR
Orlando	WWKA-F, 9.6, C	WOMX-F, +3.1, CHR	WSSP-F, -2.2, EZ
Oxnard-Ventura	KCAQ-F, 10.1, CHR	KLOS-F, +1.7, AOR	KRTH-F, -2.4, AC
Pensacola	WBLX-F, 12.3, B	WBLX-F, +4.6, B	WTKX-F, -2.9, AOR
Peoria	WKZW-F, 16.6, CHR	WGLO-F, +6.6, AC	WXCL, -3.8, C
Philadelphia	WMMR-F, 8.2, AOR	WYSP-F, +1.9, AOR	WWDB-F, -1.3, N/T
Phoenix	KNIX-F, 9.1, C	KMXX-F, +1.7, AC	KZZP-F, -5.9, CHR
Pittsburgh	KDKA, 13.2, MOR	WDVE-F, +2.7, AOR	WSHH-F, -3.9, EZ
Portland, ME	WPOR-AF, 15.5, C	WBLM-F, +5.3, AOR	WYNZ, -5.7, AC
Portland, OR	KUPL-F, 9.0, C	KUFO-F, +3.0, AOR	KMJK-F, -2.2, AOR
Portsmouth-Dover-Rochester,nh	WOKQ-F, 12.0, C	WOKQ-F, +2.9, C	WKOS, -1.7, MOR
Providence	WPRO-F, 10.7, CHR	WPLM-F, +2.5, BB	WWBB-F, -2.9, AC
Pueblo	KCCY-F, 18.2, C	KCCY-F, +3.9, C	KATM-AF,-4.2, CHR
Raleigh	WRDU-F, 10.4, AOR	WNND-F, +1.6, J/NA	WPTF, -1.2, MOR
Reno	KRNO-AF, 10.3, AC	KOZZ-F, +3.9, AOR	KSXY-F, -5.0, CHR
	KWNZ-F, 10.3, CHR		
	KOZZ-F, 10.3, AOR		
Richmond	WRVQ-F, 13.6, CHR	WRVQ-F, +4.2, CHR	WMXB-F, -3.5, AC
Riverside-San Bernardino	KGGI-F, 8.2, CHR	KFGR-F, +5.7, AC	KQLZ-F, -3.3, CHR
Roanoke-Lynchburg	WXLK-F, 17.4, CHR	WSLQ-F, +3.4, AC	WJJS, -4.3, B
Rochester	WCMF-F, 15.1, AOR	WBBF, +1.5, C	WRMM, -2.5, AC
Rockford	WZOK-F, 21.7, CHR	WZOK-F, +3.7, CHR	WKMQ-F, -5.2, AC
Sacramento	KFBK, 9.4, N/T	KRXQ-F, +2.9, AOR	KYMX-F, -3.5, AC
Saginaw-Bay City-Midland	WIOG-F, 21.9, CHR	WKCQ-F, +2.6, C	WHNN-F, -3.4, AC
Salinas-Monterey-Santa Cruz	KDON-F, 11.9, CHR	KPIG-F, +2.0, C	KLFA-F, -2.9, SP
Salisbury-Oc, MD	WQHQ-F, 8.2, AC	WSBY-F, +6.0, AC	WOCQ-F, -6.2, CHR
Salt Lake City	KKAT-F, 8.5, C	KLZX-AF,+2.9, AOR	KSOP-AF,-2.7, C
San Antonio	KCYY-F, 12.6, C	KCYY-F, +4.2, C	KITY-F, -2.0, CHR
San Diego	KKLQ-AF, 9.3, CHR	KIFM-F, + .9, J/NA	KJQY-F, -2.2, EZ
		KPOP, + .9, BB	
San Francisco	KGO , 6.2, N/T	KFRC, +1.1, BB	KABL-AF,-2.4, EZ
		KNBR, +1.1, MOR	

MARKET	12+ LEADER/FORMAT	LARGEST SHARE GAINER	LARGEST SHARE LOSER
San Jose	KBAY-F, 6.5,	KAZA, +2.3,	KARA-F, -1.6,
Sarasota-Bradenton	WDUV-F, 19.1, EZ	WUSA-F, +2.4, AC	WSRZ-F, -3.8, CHR
Savannah	WEAS-F, 18.3, B	WIXV-F, +2.4, AOR	WJCL-F, -3.2, EZ
Seattle-Tacoma	KIRO, 9.5, N/T	KZOK-F, +2.0, AOR	KOMO, -1.3, MOR
Shreveport	KDKS-F, 15.4, B	KDKS-F, +4.4, B	KWKH, -3.9, C
Sioux Falls	KPAT-F, 14.8, CHR	KPAT-F, +3.6, CHR	KXRB, -5.1, C
South Bend	WNDU-F, 13.7, CHR	WGTC-F, +6.6, C	WSBT, -5.7, MOR
Spokane	KZZU-F, 15.0, CHR	KEYF-F, +2.5, J/NA	KXLY-F, -2.7, EZ
Springfield, MA	WHYN-F, 9.4, AC	WREB, +2.0, N/T	WRCH-F, -3.1, EZ
Springfield, MO	KTTS-F, 17.3, C	KGBX-F, +9.7, AC	KKHT-F, -10.7, CHR
St. Louis	KMOX, 19.3, N/T	KHTK-F, +2.1, CHR	KEZK-F, -2.6, EZ
Steubenville	WSTV, 9.3, N/T	WAMO-F, +3.2, B	WOMP-F, -5.2, CHR
	WRKY-F, 9.3, CHR		
Stockton	KHOP-F, 7.3, CHR	KBEE-F, +2.7, EZ	KHOP-F, -3.1, CHR
		KSTN-F, +2.7, SP	
Syracuse	WYYY-F, 12.8, AC	WFBL, +2.1, BB	WNTQ-F, -4.2, CHR
Tallahassee	WTNT-F, 14.3, C	WFHT-F, +6.2, B	WGLF-F, -3.5, AOR
Tampa-St. Petersburg	WWRM-F, 9.0, AC	WFLZ-F, +4.8, CHR	WRBQ-AF, -7.8, CHR
Terre Haute	WTHI-F, 26.3, C	WMGI-F, +7.1, AC	WZZQ-F, -2.1, AOR
Toledo	WIOT-F, 13.1, AOR	WVKS-F, +2.3, CHR	WJR , -2.8, MOR
Topeka	KTPK-F, 17.0, C	KPRS-F, +5.0, B	KMAJ-F, -4.6, AC
Tucson	KRQQ-F, 20.1, CHR	KIIM-AF,+3.9, C	KWFM-AF, -2.4, AC
Tulsa	KMOD-F, 12.5, AOR	KMOD-F, +1.9, AOR	KAYI-F, -2.6, CHR
Utica-Rome	WOUR-F, 12.5, AOR	WKLL-F, +5.1, AOR	WFRG-AF, -6.2, C
Waco	KWTX-F, 16.5, CHR	WACO-F, +4.4, C	KWTX-F, -3.0, CHR
Washington	WGAY-F, 7.1, EZ	WGAY-F, +1.1, EZ	WDJY-F, -1.2, B
Waterloo-Cedar Falls	KOEL-F, 20.0, C	KOEL-F, +6.0, C	KCFI, -4.5, C
West Palm Beach	WEAT-AF, 16.2, EZ	WOLL-F, +2.1, AC	WLYF-F, -2.3, EZ
Wheeling	WOMP-F, 18.7, CHR	WHLX-F, +8.3, EZ	WOMP-F, -4.9, CHR
Wichita	KKRD-F, 13.3, CHR	KRBB-F, +5.3, AC	KWKL-F, -3.5, AC
Wilkes Barre-Scranton	WKRZ-F, 17.1, CHR	WKRZ-F, +3.8, CHR	WNAK, -4.2, BB
Wilmington, DE	WSTW-F, 10.0, CHR	WPEN, +1.7, BB	WDEL, -2.2, MOR
Wilmington, NC	WWQQ-F, 13.6, C	WKOO-F, +4.0, AC	WBMS, -4.4, B
Worcester	WSRS-F, 11.9, EZ	WPLM-F, +1.6, BB	WAAF-F, -4.1, AOR
York	WYCR-F, 11.8, CHR	WGTY-F, +4.6, C	WNCE-F, -2.8, EZ
Youngstown	WKBN, 13.2, N/T	WKBN, +5.2, N/T	WOJY-F, -3.5, AC

NATIONAL FM SHARE*

SPG 90 73.952%

FAL 89	72.562%	FAL 82	60.571%
SPG 89	73.438%	SPG 82	58.870%
FAL 88	71.904%	FAL 81	58.651%
SPG 88	71.376%	SPG 81	57.353%
FAL 87	70.605%	OCT/NOV 80	56.116%
SPG 87	71.835%	APR/MAY 80	54.254%
FAL 86	69.655%	OCT/NOV 79	53.627%
SPG 86	68.791%	APR/MAY 79	50.887%
FAL 85	67.109%	OCT/NOV 78	50.698%
SPG 85	66.549%	APR/MAY 78	47.638%
FAL 84	65.032%	OCT/NOV 77	46.501%
SPG 84	64.290%	APR/MAY 77	44.428%
FAL 83	63.058%	OCT/NOV 76	43.818%
SPG 83	62.291%	APR/MAY 76	40.886%

FM GROWTH RATE

APR/MAY 76 TO APR/MAY 77:	8.663%
APR/MAY 77 TO APR/MAY 78:	7.225%
APR/MAY 78 TO APR/MAY 79:	6.820%
APR/MAY 79 TO APR/MAY 80:	6.617%
APR/MAY 80 TO SPG 81:	5.712%
SPG 81 TO SPG 82:	2.645%
SPG 82 TO SPG 83:	5.811%
SPG 83 TO SPG 84:	3.209%
SPG 84 TO SPG 85:	3.514%
SPG 85 TO SPG 86:	3.369%
SPG 86 TO SPG 87:	4.425%
SPG 87 TO SPG 88:	-0.639%
SPG 88 TO SPG 89:	2.889%
SPG 89 TO SPG 90:	0.700%

*Based on MSA, 1/4 HR AVG, 12+, Broadcast Week. All stations reported in Arbitron are included.

STATION TRADING ACTIVITY

(11 Feb 1990 - 12 Aug 1990)

Below are the major station sales announced in rated stations. Remember that these are announced sales. Quite a few of these deals never reached closng. (E) - estimate.

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KNUA-F	Seattle	From Gannett to Brown	$ 10,000,000	Americom
WSOS-F	St. Augustine, FL		1,620,000	Chapman
WXXX-F	Burlington, VT	From Atlantic Ventures to Goldman	3,950,000	Americom
WTCR A/F	Huntington, WV	From CRB to Alpine (never closed)	7,650,000	Blackburn
WABY, WKLI-F	Albany	From Premier to Bendat		
WUTQ, WOUR-F	Utica	From Premier to Bendat		
			$ 13,500,000	Blackburn
WAFX-F	Norfolk	From Downs to Radio Ventures	10,000,000	Blackburn
WCIB-F	Cape Cod	From Justice to Ardman	2,500,000	Richards
WMKT, WKHQ-F	Charlevoix		3,400,000	Americom
WIRA, WOVV-F	Ft. Pierce (West Palm)	From Roth to Ardman	8,900,000	Richards
KLSI-F	Kansas City	From Sandusky to Apollo	8,250,000	Blackburn
KHAT A/F	Lincoln	From Marathon to Tate	1,325,000	Chapman
WYLL-F	DesPlaines, IL	Sold to Salem	8,000,000	Blackburn
WRAW, WRFY-F	Reading	Sold to Ragan Henry	18,500,000	Blackburn
WFAS A/F	White Plains, NY	From CRB to High View	12,500,000	Blackburn
KKCB, KSLY-F	San Luis Obispo		1,600,000	Chapman
WWKI-F	Kokomo, IN	From Shepard to Waldron	5,900,000	LaRue
KBBQ	Santa Barbara		300,000	Exline
WSLI A/F	Jackson, MS	Sold by Osborn-Reynolds to Spur Austin	3,500,000	Fischer
WWTC	Minneapolis		700,000 (E)	
KCFO	Tulsa	Sold by Salem	953,000	
KMGR A/F	Salt Lake		3,500,000	
WOPA	Chicago		6,400,000	
KQBC	Davenport		200,000	
KJUL-F	Las Vegas	Sold to Waldron	4,200,000	
Peterson/Sailors				
WANT	Richmond		1,000,000	
WQIK A/F	Jacksonville	From Jacor to Capstar (never closed)	13,000,000	Americom
WMJI-F	Cleveland	From Jacor to Legacy 2		
WYHY-F	Nashville	From Jacor to Legacy 2		
			$ 32,000,000	Americom
WBVP, WWKS-F	Beaver Falls (Pittsburgh)		2,900,000	Foreman
WGH A/F	Norfolk	From Susquehanna to Paco-Jon	6,500,000 + Tax Cert	Chapman
WKOS A/F	Rochester, NH (Portsmouth)		1,800,000	Chapman
WHOT-AM	Youngstown	Sold by Myron Jones	290,000	
WSUN	Tampa	From CBS to Cox	4,100,000	Stevens
WFLN, WLXR-F	LaCrosse		2,700,000	
KTOM A/F	Salinas-Monterey	From Comm. Pacific to Magic	6,250,000	Americom
WTAX, WDBR-F	Springfield, IL	From Sage to Lakeshore	4,000,000	Blackburn
KVOO A/F	Tulsa	From Stuart to Great Empire	7,400,000 (E)	
KEBE, KOOI-F	Jacksonville, TX	Sold to Broad Based	3,200,000	Barger
WTKL	Baton Rouge		debt assumption	
KKWM	Dallas	From Anchor to Susquehanna	4,200,000	
WOPI	John City/Bristol		140,000	
WTRG-F	Raleigh	From Capitol (Johnson) to Joyner		
KQFX-F	Austin	From Capitol (Johnson) to Joyner		
			$ 13,100,000	Blackburn
KLRS-F	Santa Cruz (San Jose)	From Fuller-Jeffrey to Viacom	5,750,000	LaRue
WKQZ-F	Midland, MI (Saginaw)	Sold to Windward	2,000,000	
KMIO-F	Espanola, NM	Sold by Holt	400,000	
WCDL, WSGD-F	Carbondale (Scranton)	Sold by Sage	2,000,000	Chaisson
KVOZ, KOYE-F	Laredo	Sold by Broad Based	2,800,000	Sailors
WLVH-F	Hartford	From Sage to Pearlman	6,400,000	Blackburn
WPEM-F	Panama City	Sold to Broad Based	3,500,000	Foreman
WBES-F	Dunbar (Charleston WV)		1,100,000	Rosenblum
WKCN, WDXZ-F	Charleston SC Area	Sold by Caravelle	1,600,000	
KGRX-F	Globe (Phoenix)	Sold by First City	2,000,000	
KQEO, KMGA-F	Albuquerque	From Penn to Unistar	1,500,000 (E)	
KVOR, KSPZ-F	Colorado Springs	From Penn to Unistar	2,500,000 (E)	
			$ 4,000,000	MVP

STATION	MARKET	GROUP OWNERS	PRICE	BROKER
KDAY	Los Angeles	Sold by Heritage	7,200,000	Stevens
WPXY A/F	Rochester	From Pyramid to Rich	8,000,000	Stevens
WGAR	Cleveland	Sold to Douglas	500,000	Questcom
KHDL, KKPL-F	Spokane		2,300,000	
WOAY, WVMA-F	Oak Hill, WV		300,000	Blackburn
WLKE	Oshkosh, WI		325,000	
KJQY-F	San Diego	From Command to Legacy 2	20,000,000	Americom
KESZ-F	Phoenix	Sold by Duffy	10,400,000	
KCSJ, KGRQ-F	Pueblo	Sold to Sunbrook	1,100,000	
KRNO A/F	Reno	Sold by Roth	2,300,000 (E)	
KHFI-F	Austin	From Encore to Spur Austin	4,800,000	Americom
WSRZ	Sarasota	From Wilks-Schwartz to Dick Harris	250,000	
WFLT	Flint		225,000	
KLAV	Las Vegas		1,300,000	
KCOL, KIMN-F	Fort Collins, CO	Sold to University	3,400,000 (E)	Exline
WOCB A/F	Cape Cod	Sold to US Media	2,470,000	
KQEO, KMGA-F	Albuquerque	From Unistar to Spacecom	1,400,000	MVP, Kalil
WWKX-F	Woonsocket, RI		2,400,000	
WXVI	Montgomery, AL	Sold to New South	300,000	
WDRM-F	Decatur, AL	Sold to Pollard	925,000	Chapman
WVGO-F	Richmond	From First City to Coleman	5,500,000	MVP
WPAP-F	Panama City, FL	Sold by First City	1,900,000	MVP
WBVR-F	Russellville, KY	From Target to Amaturo	6,000,000	
KRZR-F	Hanford (Fresno)	From Olympia to Fred Sands	1,500,000	MVP
KREL	Henderson (Las Vegas)		600,000	
KFHM	San Antonio		650,000	Riley
KSJO, KSJX-F	San Jose	From Naragansett to Harold Frank	6,500,000	Mahlman
KEZL-F	Fowler, CA (Fresno)	50% sold to Atsinger	650,000	
KBUL-F	Carson City (Reno)	From Marathon to George Johns (never closed)	2,000,000	
WJNL A/F	Johnstown	Stations seized by National Credit Union Admin.		
WSUY-F	Charleston, SC	51% sold	500,000	
KMGC-F	Dallas	From Shamrock to Alliance	17,500,000	Blackburn
KDJQ-F	Red Bluff, CA	Sold to Paul Aaron	725,000	MVP
WSDM-F	Brazil (Terre Haute)		350,000	
KFMF-F	Chico CA	Sold by Fuller-Jeffrey	2,100,000	MVP
WHBG, WRDJ-F	Harrisburg, VA		1,250,000	Richards
WERC	Birmingham	From Sungroup to Ameron (Joe Dorton)	4,200,000	Blackburn
WMJJ-F	Birmingham	From Capitol (Johnson) to Ameron	16,500,000	Blackburn
WMTR, WDHA-F	Morristown, NJ	Sold to Legacy	15,000,000	Hickman
WECK, WJYE-F	Buffalo	Sold to Ralph Guild	12,000,000	
KSSO, KPAT-F	Sioux Falls, SD	Sold to Tom Ingtad	2,400,000	
WAWK, WBTU-F	Kendalville (Ft. Wayne)	Sold to Ron Kempff	$ 4,000,000	Richards
KRGE, KRIX-F	McAllen	Sold by First City	1,100,000	MVP
KXTQ, KKIK-F	Lubbock	From Bakcor to Wagon Train	750,000	Chapman
WKGR-F	Ft. Pierce/West Palm	Sold to Amaturo	11,600,000	
KVKI A/F	Shreveport	Sold by Encore	1,500,000	
WAQX-F	Syracuse	Sold by Atlantic Ventures	4,000,000	
Americom/SkyeFischer				
WVMI, WQID-F	Biloxi		2,100,000	Connelly
WVSR A/F	Charleston, WV	Sold by Ardman	4,000,000 (E)	Richards
KMJX-F	Conway (Little Rock)		3,150,000	Biernacki

AMERICA'S LEADING STATIONS - 12+ METRO SHARE*

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER	EST 1989 REVENUE
1.	WIVK-AF	Knoxville	32.2	C	Dick	5,500,000
2.	WTCR-AF	Huntingtn	30.9	C	CRB	2,200,000
3.	KTRS-F	Casper	29.3	CHR	—	850,000
4.	WTHI-F	Terre Hte	26.3	C	—	NA
5.	WJBC	Bloomingt	26.1	MOR	Bloomngtn	2,300,000
6.	WWNC	Asheville	24.7	C	Polacek	2,400,000
7.	WZHT-F	Montgomer	24.4	B	New South	NA
8.	KLLL-F	Lubbock	24.3	C	Pinnacle	2,000,000
9.	WQBE-F	Chrlston	24.0	C	Nininger	1,700,000
	WIXX-F	Green Bay	24.0	CHR	Midwest	2,600,000
11.	WZFX-F	Faytville	23.6	B	Joyner	1,500,000
12.	WQUT-F	John City	23.3	CHR	Bloomngtn	2,150,000
13.	WBBQ-AF	Augusta	23.1	CHR	—	3,300,000
	WDRM-F	Huntsvill	23.1	C	—	2,400,000
15.	WDEN-F	Macon	23.0	C	Magic	2,600,000
16.	WAAL-F	Binghamto	22.6	CHR	Regional	1,600,000
17.	WIOG-F	Saginaw-b	21.9	CHR	Booth	3,700,000
18.	WZOK-F	Rockford	21.7	CHR	—	2,100,000
19.	WKEE-F	Huntingtn	20.6	CHR	Adventure	1,800,000
20.	KSMB-F	Lafayette	20.5	CHR	—	1,700,000
21.	KRQQ-F	Tucson	20.1	CHR	Natnwide	3,300,000
	KSSN-F	Little Rk	20.1	C	So. Skies	4,100,000
23.	KOEL-F	Waterloo-	20.0	C	—	630,000
24.	WMEE-F	Ft. Wayne	19.9	CHR	Federated	3,000,000
25.	WJET-F	Erie	19.8	CHR	Myrn Jones	1,500,000
26.	KUZZ-AF	Bkrsfield	19.6	C	Buck Owens	2,800,000
27.	WKSF-F	Asheville	19.5	CHR	Polacek	1,700,000
28.	KMOX	St. Louis	19.3	N/T	CBS	21,700,000
29.	WDUV-F	Sarasota	19.1	EZ	—	3,200,000
30.	WBNQ-F	Bloomingt	18.9	CHR	Bloomngtn	1,700,000
31.	WTIC	Hartford	18.7	MOR	Chase	9,200,000
	WIKS-F	GreenvlNC	18.7	B	—	NA
	WOMP-F	Wheeling	18.7	CHR	Baum	2,400,000
34.	WBLX-F	Mobile	18.5	B	Beasley	1,950,000
35.	WSTO-F	Evansvill	18.4	CHR	—	2,000,000
36.	WXBQ-F	John City	18.3	C	Nininger	1,800,000
	WEAS-F	Savannah	18.3	B	Rivers	1,000,000
	WKFR-F	Kalamazoo	18.3	CHR	—	2,500,000
39.	KCCY-F	Pueblo	18.2	C	—	NA
40.	KBFM-F	MC-BROWN	18.0	CHR	Encore	1,600,000
41.	WWDM-F	Columbia	17.7	B	—	2,200,000
	WUSY-F	Chtnooga	17.7	C	Colonial	2,550,000
43.	WLWI-F	Montgomer	17.6	C	Colonial	2,800,000
44.	WZID-F	Manchestr	17.5	EZ	Sunshine	1,800,000
45.	WNNK-F	Harrisbrg	17.4	CHR	Keymarket	5,700,000
	WXLK-F	Roanoke-l	17.4	CHR	Coleman	3,500,000
	KQLT-F	Casper	17.4	EZ	—	3,100,000
48.	KTTS-F	Springfie	17.3	C	Grt Empire	3,800,000
49.	WRNS-F	GreenvlNC	17.2	C	—	NA
	WIKY-F	Evansvill	17.2	MOR	So. Cntrl	2,600,000
	WMGI-F	Terre Hte	17.2	AC	—	NA
	KFMW-F	Waterloo-	17.2	CHR	Park	925,000
53.	WKRZ-F	WilkesBar	17.1	CHR	Keymarket	2,800,000
54.	KTPK-F	Topeka	17.0	C	—	1,200,000
55.	WMSI-F	Jackson	16.9	C	—	3,300,000
	WVLK-F	Lexington	16.9	C	Bluegrass	2,700,000
57.	WVIC-AF	Lansing	16.8	CHR	Goodrich	3,100,000
58.	KZFM-F	Corpus Ch	16.7	CHR	—	1,300,000
59.	WKZW-F	Peoria	16.6	CHR	Midwest TV	1,400,000
60.	KWTX-F	Waco	16.5	CHR	—	NA
61.	WCCO	Minn-St.P	16.3	MOR	—	21,500,000
62.	WEAT-AF	West Palm	16.2	EZ	Taylor	3,100,000
	WJMI-F	Jackson	16.2	B	Holt	2,500,000
	WZYP-F	Huntsvill	16.2	CHR	—	2,000,000
	WLAP-F	Lexington	16.2	CHR	Trumper	2,550,000
66.	WNCI-F	ColumbusO	16.1	CHR	Natnwide	8,100,000
	WLLR-AF	Davenport	16.1	C	Sconnix	2,200,000
68.	KKHT-F	Springfie	16.0	CHR	Cole	2,300,000
	WMT	Cedar Rpd	16.0	MOR	—	2,000,000
70.	WCRZ-F	Flint	15.9	AC	Faircom	3,200,000
71.	WHAS	Louisvill	15.7	MOR	Clr Channl	5,800,000
	WZZK-AF	Brmngham	15.7	C	NewCity	6,100,000
73.	KXXY-F	Oklahoma	15.6	C	NewMarket	4,700,000
	KHAK-AF	Cedar Rpd	15.6	C	—	1,600,000
75.	WXKC-F	Erie	15.5	AC	—	1,800,000
	WPOR-AF	Prtlnd,ME	15.5	C	—	2,500,000
	KQWB-F	Fargo	15.5	AOR	Brill	900,000
78.	WCOS-F	Columbia	15.4	C	Ragn Henry	3,000,000
	KDKS-F	Shreveprt	15.4	B	—	NA
80.	WTQR-F	GrnsbroWS	15.3	C	NewMarket	4,250,000
	WITL-F	Lansing	15.3	C	—	2,600,000
	WHBC-F	Canton	15.3	EZ	—	1,500,000
83.	WFBQ-F	Indy	15.2	AOR	Grt Amer	9,000,000
	WIBC	Indy	15.2	MOR	Sconnix	8,300,000
	KEZO-AF	Omaha	15.2	AOR	Narragnst	3,100,000
	WGLU-F	Johnstown	15.2	CHR	—	NA
	WBLM-F	Prtlnd,ME	15.2	AOR	Fllr-Jffry	2,000,000
88.	WVEE-F	Atlanta	15.1	B	Summit	11,900,000
	WCMF-F	Rochester	15.1	AOR	Stoner	5,400,000
	WICC	Brdgeport	15.1	MOR	ML	2,800,000
	WAPL-F	Appleton	15.1	AOR	Woodward	2,200,000
92.	KZZU-F	Spokane	15.0	CHR	Highsmith	1,600,000
	WPCV-F	Lakeland	15.0	C	Hall	2,900,000
94.	WAMZ-F	Louisvill	14.9	C	Clr Chnnl	4,000,000
	WFMZ-F	Allentown	14.9	EZ	—	1,900,000
	WMYU-F	Knoxville	14.9	AC	Jacor	3,600,000
	KGGO-F	Des Moine	14.9	AOR	Stoner	2,500,000
	WAYS-F	Macon	14.9	CHR	Multimedia	2,500,000
	WSTH-AF	Columbus	14.9	C	—	1,400,000

*Based on 1/4 HR AVG, Metro Share, Broadcast Week, 12+

AMERICA'S 500 MOST-LISTENED-TO RADIO STATIONS*

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '89 RANK	ESTIMATED 1989 REVENUE
1. WRKS-F	New York	1468	B	Summit	10	12,000,000
2. WPAT-AF	New York	1463	EZ	Park	2	11,200,000
3. WCBS-F	New York	1334	AC	CBS	4	23,500,000
4. WHTZ-F	New York	1310	CHR	Malrite	1	21,000,000
5. WOR	New York	1208	N/T	Buckley	12	16,500,000
WGN	Chicago	1208	N/T	Tribune Co.	5	37,400,000
7. WINS	New York	1207	N/T	Westinghouse	6	25,000,000
8. KOST-F	Los Angeles	1191	AC	Cox	9	28,800,000
9. WNEW-F	New York	1149	AOR	Westinghouse	8	18,500,000
WLTW-F	New York	1149	AC	Viacom	3	24,000,000
11. WQHT-F	New York	1148	CHR	Emmis	11	13,300,000
12. KIIS-AF	Los Angeles	1132	CHR	Gannett	13	31,700,000
13. WCBS	New York	1114	N/T	CBS	17	20,200,000
14. WBLS-F	New York	1073	B	Inner City	26	14,000,000
15. WNSR-F	New York	1054	AC	Bonneville	16	15,000,000
16. WFAN	New York	1045	N/T	Emmis	28	17,000,000
17. WXRK-F	New York	1030	AOR	Infinity	14	18,000,000
18. WGCI-F	Chicago	994	B	Gannett	27	19,100,000
19. KLOS-F	Los Angeles	949	AOR	Cap Cities/ABC	24	22,000,000
20. KPWR-F	Los Angeles	914	CHR	Emmis	7	28,700,000
21. WMMR-F	Philadelphia	856	AOR	Westinghouse	29	16,000,000
22. KMOX	St. Louis	822	N/T	CBS	22	21,700,000
23. KABC	Los Angeles	796	N/T	Cap Cities/ABC	18	35,000,000
24. WCCO	Minneapolis-St. Paul	795	MOR	–––	23	21,500,000
25. WJR	Detroit	786	MOR	Cap Cities/ABC	21	21,000,000
26. WABC	New York	782	N/T	Cap Cities/ABC	15	15,800,000
27. WPLJ-F	New York	772	CHR	Cap Cities/ABC	18	13,000,000
28. WYNY-F	New York	716	C	Westwood One	36	8,400,000
29. KQLZ-F	Los Angeles	701	CHR	Westwood One	20	7,500,000
30. WNEW	New York	697	BB	West One/Legacy	49	7,000,000
31. WUSL-F	Philadelphia	678	B	Tak	37	10,000,000
32. KGO	San Francisco	673	N/T	Cap Cities/ABC	30	21,500,000
33. WVAZ-F	Chicago	667	B	Broadcast Partners	44	8,200,000
34. WVEE-F	Atlanta	658	B	Summit	94	11,900,000
35. WYSP-F	Philadelphia	651	AOR	Infinity	67	8,700,000
36. WQCD-F	New York	639	J/NA	Tribune Co.	35	10,100,000
WBBM	Chicago	639	N/T	CBS	32	19,000,000
38. KTWV-F	Los Angeles	630	J/NA	Westinghouse	66	14,200,000
39. KNX	Los Angeles	613	N/T	CBS	33	21,500,000
40. KLVE-F	Los Angeles	596	SP	Heftel	135	8,500,000
41. KROQ-F	Los Angeles	594	AOR	Infinity	76	12,300,000
42. KFWB	Los Angeles	592	N/T	Westinghouse	61	16,400,000
43. KXEZ-F	Los Angeles	589	EZ	Viacom	120	10,000,000
KBIG-F	Los Angeles	589	AC	Bonneville	25	17,900,000
WLUP-F	Chicago	589	AOR	Evergreen	42	20,000,000
46. WCKG-F	Chicago	581	AOR	Cox	51	8,000,000
47. WBBM-F	Chicago	580	CHR	CBS	55	7,600,000
48. WEAZ-F	Philadelphia	579	EZ	–––	40	9,200,000
49. KKBT-F	Los Angeles	576	B	Evergreen	179	5,600,000
50. KMPC	Los Angeles	574	BB	Golden West	59	13,500,000
51. WSKQ-F	New York	571	SP	SBS	38	NA
52. KSCS-F	Dallas-Ft. Worth	556	C	Cap Cities/ABC	94	10,000,000
53. WXTU-F	Philadelphia	549	C	Beasley	72	5,500,000
54. WBAP	Dallas-Ft. Worth	548	C	Cap Cities/ABC	41	12,000,000
55. WZOU-F	Boston	546	CHR	Ardman	54	5,600,000
56. WAPW-F	Atlanta	542	CHR	Susquehanna	69	8,600,000
57. KWKW	Los Angeles	533	SP	Lotus	124	5,000,000
58. KDKA	Pittsburgh	531	MOR	Westinghouse	39	8,700,000
59. WLIB	New York	529	B	Inner City	190	NA
60. KMEL-F	San Francisco	524	CHR	Century	57	11,000,000
61. WQXR-F	New York	515	CL	New York Times	119	5,500,000
62. WIOQ-F	Philadelphia	510	CHR	EZ	79	3,200,000
63. KYW	Philadelphia	508	N/T	Westinghouse	43	15,500,000
64. KNBR	San Francisco	503	MOR	Susquehanna	98	13,000,000
65. KZLA-F	Los Angeles	496	C	Malrite	120	15,100,000
66. WBCN-F	Boston	492	AOR	Infinity	92	15,000,000
67. WRKO	Boston	491	N/T	Atlantic Ventures	68	9,500,000
68. WEGX-F	Philadelphia	484	CHR	Malrite	47	7,200,000
69. WUSN-F	Chicago	481	C	Cook Inlet	120	6,700,000
70. WDVE-F	Pittsburgh	479	AOR	Great American	115	5,100,000
KLSX-F	Los Angeles	479	AOR	Greater Media	136	18,900,000
72. WOGL-F	Philadelphia	477	AC	CBS	128	5,500,000
73. KPLX-F	Dallas-Ft. Worth	476	C	Susquehanna	80	11,300,000
74. WPEN	Philadelphia	475	BB	Greater Media	65	6,000,000
75. WJLB-F	Detroit	474	B	Booth/Genesis	57	10,600,000
76. KFRC	San Francisco	473	BB	–––	118	2,800,000
77. WXKS-F	Boston	472	CHR	Pyramid	53	15,200,000

STATION	MARKET	1/4 HOUR AVG.	FORMAT	GROUP OWNER	SPG '89 RANK	1989 REVENUE
78. WNCN-F	New York	466	CL	GAF	109	5,800,000
79. WADO	New York	464	SP	Tichenor	130	NA
80. KILT-F	Houston	462	C	Westinghouse	64	10,100,000
81. KCBS	San Francisco	458	N/T	CBS	73	15,000,000
82. WIVK-AF	Knoxville	455	C	Dick	286	5,500,000
WXEZ-AF	Chicago	455	EZ	Century	643	7,400,000
WKQX-F	Chicago	455	AC	Emmis	60	9,300,000
85. WFBQ-F	Indianapolis	452	AOR	Great American	70	9,000,000
86. KIKK-F	Houston	449	C	Viacom	96	12,900,000
87. WBZ	Boston	448	MOR	Westinghouse	71	11,700,000
88. WYAY-AF	Atlanta	444	C	New City	356	5,400,000
KLOL-F	Houston	444	AOR	Rusk	87	8,700,000
90. WGAY-F	Washington	443	EZ	Greater Media	126	8,600,000
91. KOIT-F	San Francisco	441	AC	Bonneville	269	10,000,000
92. KRTH-F	Los Angeles	440	AC	Beasley	34	22,400,000
93. WFLZ-F	Tampa-St. Petersburg	427	CHR	Jacor	333	2,900,000
KMJQ-F	Houston	427	B	Noble	52	12,000,000
95. WHQT-F	Miami-Ft. Lauderdale	425	B	EZ	50	7,000,000
WLUP	Chicago	425	N/T	Evergreen	144	6,500,000
97. WTMX-F	Chicago	424	AC	Bonneville	144	6,000,000
98. WXRT-F	Chicago	422	AOR	Diamond	130	7,100,000
99. KQRS-A/F	Minneapolis-St.Paul	421	AOR	Cap Cities/ABC	136	8,800,000
100. KODJ-F	Los Angeles	419	AC	CBS	74	7,100,000

101. WMZQ-AF	Washingtn	416
102. WJMK-F	Chicago	415
103. KFI	Los Angel	414
104. KSHE-F	St. Louis	410
105. WPGC-F	Washingtn	406
WLTF-F	Cleveland	406
107. WDAF	Knsas Cty	401
108. KTNQ	Los Angel	399
109. WLTI-F	Detroit	398
110. WKSZ-F	Philadelp	393
WSB -F	Atlanta	393
112. WTIC	Hartford	392
113. WTQR-F	GrnsbroWS	391
114. KVIL-AF	Dallas-FW	390
115. KIRO	Seattle	387
116. WBZZ-F	Pittsburg	386
117. WYTZ-F	Chicago	385
118. WLIT-F	Chicago	382
119. WLYF-F	Miami-Ft.	379
KEEY-F	Minn-St.P	379
121. WDAS-F	Philadelp	378
122. WPCH-F	Atlanta	376
123. WHYT-F	Detroit	374
WJJD	Chicago	374
125. WJIB-F	Boston	365
126. KKDA-F	Dallas-FW	364
127. WNCI-F	ColumbusO	361
128. WLW	Cincinnat	357
129. WSOC-F	Charlotte	353
130. WODS-F	Boston	351
131. WMGK-F	Philadelp	350
132. WAQI	Miami-Ft.	349
133. WSKQ	NewYork	348
WKLS-F	Atlanta	348
135. WFOX-F	Atlanta	345
136. WCAU	Philadelp	343
137. WKQI-F	Detroit	339
138. WNUA-F	Chicago	338
139. WBAL	Baltimore	337
140. WWRM-F	TampaSt.P	335
KKLQ-F	SanDiego	335
142. WWJ	Detroit	334
143. WLTE-F	Minn-St.P	332
KNIX-F	Phoenix	332
145. WYNF-F	TampaSt.P	331
146. WKBQ-F	St. Louis	321
WMSW-F	Pittsburg	321
WMMS-F	Cleveland	321
149. WAVA-F	Washingtn	316
150. KDWB-F	Minn-St.P	315
WXYV-F	Baltimore	315
WLS	Chicago	315
153. WEAT-AF	West Palm	314
154. WALK-F	NewYork	313
WMAQ	Chicago	313
156. WKRQ-F	Cincinnat	312
157. KPLZ-F	Seattle	310
WAMZ-F	Louisvill	310
WFLN-F	Philadelp	310
WLLZ-F	Detroit	310
161. WTMJ	Milwaukee	309
162. WWDB-F	Philadelp	307
163. KCYY-F	San anton	305
164. WFMS-F	Indy	304
165. WEZN-F	NewYork	303
166. WMJI-F	Cleveland	302
WWWW-F	Detroit	302
168. WIOG-F	Saginaw-b	300
WYHY-F	Nashville	300
WPOW-F	Miami-Ft.	300
171. WZLX-F	Boston	299
172. WSSH-F	Boston	297
WSB	Atlanta	297
174. WIL -F	St. Louis	296
175. WMAL	Washingtn	295
176. WDUV-F	TampaSt.P	293
KJLH-F	Los Angel	293
178. WIBC	Indy	290
179. WEDR-F	Miami-Ft.	289
KYGO-F	Denver	289
181. WJZZ-F	Detroit	287
182. WZZK-AF	Brmngham	286
183. KKBQ-AF	Houston	285
KIOI-F	San Fran	285
185. WPOC-F	Baltimore	283
WKYS-F	Washingtn	283
187. KMPS-AF	Seattle	282
WRIF-F	Detroit	282
189. KTRH	Houston	281
WDOK-F	Cleveland	281
191. WWKA-F	Orlando	280
WMDC-F	Washingtn	280
WGAR-F	Cleveland	280
194. KTXQ-F	Dallas-FW	279
KSOL-F	San Fran	279
196. KSSN-F	Little Rk	278
197. KHYI-F	Dallas-FW	277
198. WAAF-F	Boston	275
199. KMJM-F	St. Louis	273
KRLD	Dallas-FW	273
KJMZ-F	Dallas-FW	273
KSAN-F	San Fran	273
WZPL-F	Indy	273
204. WEBN-F	Cincinnat	271
205. WYLD-F	New Orlns	269
KEGL-F	Dallas-FW	269
207. WPRO-F	Providenc	268
WXYT	Detroit	268
209. KSON-AF	SanDiego	267
210. WIYY-F	Baltimore	266
KKGO-F	Los Angel	266
212. KXXY-F	Oklahoma	265
WJOI-F	Detroit	265
214. WRBQ-F	TampaSt.P	264
WAMO-F	Pittsburg	264
216. WSNI-F	Philadelp	263
217. WOKI-F	Knoxville	261
KTAR	Phoenix	261
WNIC-F	Detroit	261
220. WHAS	Louisvill	260
WZAK-F	Cleveland	260
KUPD-F	Phoenix	260
223. WOCL-F	Orlando	257
WESC-F	Grnvl-Sp	257
WUSA-F	TampaSt.P	257
WBSB-F	Baltimore	257
227. WWDM-F	Columbia	256
KGB -F	SanDiego	256
WMJX-F	Boston	256
230. WXLK-F	Roanoke-l	255
WLIF-F	Baltimore	255
232. WCMF-F	Rochester	254
WCKZ-F	Charlotte	254
234. KEZK-F	St. Louis	251
235. WEZB-F	New Orlns	249
KQQL-F	Minn-St.P	249
KSFO	San Fran	249
WHDH	Boston	249
239. KRQR-F	San Fran	248
WDRE-F	NewYork	248
241. KYKY-F	St. Louis	247
KRBE-F	Houston	247
WDSY-F	Pittsburg	247
244. WMYI-F	Grnvl-Sp	245
WKTI-F	Milwaukee	245
WASH-F	Washingtn	245
WTIC-F	Hartford	245
248. WCXR-F	Washingtn	243
KLAC	Los Angel	243
250. KUBE-F	Seattle	241
KOA	Denver	241
252. WKRR-F	GrnsbroWS	240
253. WUSY-F	Chtnooga	239
KXXX-F	San Fran	239
KFMB	SanDiego	239
256. WSHH-F	Pittsburg	238
257. WBLX-F	Mobile	237
WHRK-F	Memphis	237
WOJO-F	Chicago	237
260. WHYI-F	Miami-Ft.	236
KALI	Los Angel	236
WCSX-F	Detroit	236
WKHX-F	Atlanta	236
264. WLOL-F	Minn-St.P	235
KLTR-F	Houston	235
WTOP	Washingtn	235
KFOG-F	San Fran	235
268. KRQQ-F	Tucson	234
WJQY-F	Miami-Ft.	234
WWMX-F	Baltimore	234
KDFC-AF	San Fran	234
272. KRAK-F	Sacramnto	233
WQUE-AF	New Orlns	233
274. KHYS-F	Houston	232
KBEQ-F	Knsas Cty	232
276. KFKF-F	Knsas Cty	231
KSTP-F	Minn-St.P	231
WOMC-F	Detroit	231
279. KODA-F	Houston	230
WKSS-F	Hartford	230
281. KZPS-F	Dallas-FW	229
282. WDJX-AF	Louisvill	228
283. KXRX-F	Seattle	227
284. WNCX-F	Cleveland	226
WWYZ-F	Hartford	226
KXKL-AF	Denver	226
287. WGKX-F	Memphis	225
WHUR-F	Washingtn	225
KLUV-F	Dallas-FW	225
290. WKRZ-F	WilkesBar	224
WYNK-AF	Btn Rouge	224
WQBA	Miami-Ft.	224
293. KFBK	Sacramnto	222

	WRDU-F	Raleigh	222
	KUPL-F	Prtlnd,OR	222
	WKDF-F	Nashville	222
297.	KLXK-F	Minn-St.P	218
298.	WWWE	Cleveland	217
	WDFX-F	Detroit	217
	WEEI	Boston	217
301.	WTVN	ColumbusO	216
	WFMZ-F	Philadelp	216
303.	WZHT-F	Montgomer	215
	WQAL-F	Cleveland	215
	WPHR-F	Cleveland	215
306.	WMSI-F	Jackson	214
	WBLI-F	NewYork	214
308.	KPRS-F	Knsas Cty	213
309.	KASE-F	Austin	212
	WRMF-F	West Palm	212
	WENN-F	Brmngham	212
	WSIX-F	Nashville	212
313.	KKSF-F	San Fran	211
	WWRL	NewYork	211
315.	WHTQ-F	Orlando	210
	KOMO	Seattle	210
	KISW-F	Seattle	210
	WKIS-F	Miami-Ft.	210
	WRMR	Cleveland	210
	KGGI-F	Riverside	210
	WROR-F	Boston	210
322.	WMEE-F	Ft. Wayne	209
	WKDM	NewYork	209
	WHUD-F	NewYork	209
325.	WMXJ-F	Miami-Ft.	208
	KSFM-F	San Fran	208
	CKLW	Detroit	208
328.	KEX	Prtlnd,OR	207
	WRQX-F	Washingtn	207
	WIP	Philadelp	207
331.	WOMX-F	Orlando	206
	WIOD	Miami-Ft.	206
	WTAE	Pittsburg	206
	WRCH-F	Hartford	206
335.	WRVQ-F	Richmond	205
	KSDO	SanDiego	205
	WFYR-F	Chicago	205
338.	WVLK-F	Lexington	204
	WSTF-F	Orlando	204
	KSD -F	St. Louis	204
	KBAY-F	San Fran	204
	KRXY-F	Denver	204
	KOSI-F	Denver	204
	KRXY-AF	Denver	204
345.	KRXQ-F	Sacramnto	203
	WLTT-F	Washingtn	203
	KKHI-AF	San Fran	203
	KBPI-F	Denver	203
	WPLM-F	Boston	203
350.	KKYX	San anton	202
	WSSL-F	Grnvl-Sp	202
	WMIL-F	Milwaukee	202
353.	KKRZ-F	Prtlnd,OR	200
	WMJQ-F	Buffalo	200
	KZFX-F	Houston	200
	KLDE-F	Houston	200
	WHFS-F	Washingtn	200
	WGNA-F	ALBANY	200
359.	WJHM-F	Orlando	199
	WAPE-F	Jacksnvle	199
	KBAY-F	San Jose	199
362.	WFOG-F	Norfolk	198
	WGTZ-F	Dayton	198
	KRLA	Los Angel	198
365.	KATT-F	Oklahoma	197
	WKSE-F	Buffalo	197
	KQKS-F	Denver	197
368.	KMEZ-F	Dallas-FW	196
	KABL-AF	San Fran	196
370.	WPEG-F	Charlotte	195
	WSM -F	Nashville	195
	WOKY	Milwaukee	195
	WHJY-F	Providenc	195
	WDRC-F	Hartford	195
375.	WLAP-F	Lexington	194
	WBAB-F	Long Island	194
	WGRR-F	Cincinnat	194
	WFMT-F	Chicago	194
379.	WIOT-F	Toledo	193
	WSHE-F	Miami-Ft.	193
	WGUL-AF	TampaSt.P	193
382.	WIXX-F	Green Bay	192
	WSSP-F	Orlando	192
384.	WOWI-F	Norfolk	191
	WWEZ-F	Cincinnat	191
	WPYX-F	ALBANY	191
387.	WAPL-F	Green Bay	190
	WLYF-F	West Palm	190
	WPXY-F	Rochester	190
	WQSR-F	Baltimore	190
391.	WXDJ-F	Miami-Ft.	189
	WGMS-F	Washingtn	189
	WHLI	NewYork	189
	WHJY-F	Boston	189
395.	KSFM-F	Sacramnto	188
	WAFX-F	Norfolk	188
	WINZ	Miami-Ft.	188
398.	WDRM-F	Huntsvill	187
	WSKZ-F	Chtnooga	187
	WSNY-F	ColumbusO	187
	KFMK-F	Houston	187
402.	WHO	Des moine	186
	WKCI-F	New Haven	186
	KBOS-F	Fresno	186
	WYRK-F	Buffalo	186
406.	KQUE-F	Houston	184
	KLOS-F	Riverside	184
408.	KMOD-F	Tulsa	183
	KFAB	Omaha	183
	KIXI	Seattle	183
411.	KEZO-AF	Omaha	182
	WNOR-AF	Norfolk	182
	KYYS-F	Knsas Cty	182
414.	WIXX-F	Appleton	181
	WRMF-F	Miami-Ft.	181
	WLUM-F	Milwaukee	181
	WXTR-F	Washingtn	181
418.	WBBQ-AF	Augusta	180
	WRFX-F	Charlotte	180
420.	WAPI-F	Brmngham	179
	KOAI-F	Dallas-FW	179
	KFGR-F	Riverside	179
423.	WMYU-F	Knoxville	178
	WKLH-F	Milwaukee	178
	WMYG-F	Pittsburg	178
426.	KKCW-F	Prtlnd,OR	177
	WNVZ-F	Norfolk	177
	KBRD-F	Seattle	177
	WMMJ-F	Washingtn	177
	WGY	ALBANY	177
431.	WAPL-F	Appleton	176
	WEZN-F	New Haven	176
	WNCE-F	Harrisbrg	176
	WCMQ-F	Miami-Ft.	176
	KBCO-AF	Denver	176
	WOKQ-F	Boston	176
437.	WSTO-F	Evansvill	175
	WCOS-F	Columbia	175
	KZOK-F	Seattle	175
440.	WNCE-F	York	174
	WNOE-F	New Orlns	174
	KBFM-F	MC-BROWN	174
	WWLI-F	Providenc	174
444.	WLW	Dayton	173
	XTRA-F	SanDiego	173
446.	WXTB-F	TampaSt.P	172
	KRPM-AF	Seattle	172
	KFMB-F	SanDiego	172
449.	WQUT-F	John City	171
	WKML-F	Faytville	171
	WLZR-F	Milwaukee	171
	WGR -F	Buffalo	171
	WWBB-F	Providenc	171
	WFMZ-F	Allentown	171
455.	WNNK-F	Harrisbrg	170
456.	WJMI-F	Jackson	169
	WEGR-F	Memphis	169
	WLAC-F	Nashville	169
	KLIT-F	Los Angel	169
460.	WTCR-AF	Huntingtn	168
	WHKO-F	Dayton	168
	WKLR-F	Indy	168
463.	WZFX-F	Faytville	167
	WMXC-F	Charlotte	167
	WAXY-F	Miami-Ft.	167
466.	WKDD-F	Cleveland	166
467.	WNNK-F	York	165
	WXGT-F	ColumbusO	165
	KCMO	Knsas Cty	165
	KDIA	San Fran	165
471.	WCMS-AF	Norfolk	164
	WBEN	Buffalo	164
	KLOU-F	St. Louis	164
	WNIB-F	Chicago	164
475.	WHOT-F	Youngstwn	163
	WVOR-F	Rochester	163
	WCCC-AF	Hartford	163
	KKLT-F	Phoenix	163
	WQRS-F	Detroit	163
	WZGC-F	Atlanta	163
	WROW-F	ALBANY	163
482.	WDEN-F	Macon	162
	WIMZ-AF	Knoxville	162
	KBLX-F	San Fran	162
485.	WIKS-F	GreenvlNC	161
	WTRG-F	Raleigh	161
487.	KLTY-F	Dallas-FW	160
	KSFI-F	Salt Lake	160
	KKAT-F	Salt Lake	160
	KMEO-F	Phoenix	160
	KKHJ	Los Angel	160
492.	WJMH-F	GrnsbroWS	159
493.	WXBQ-F	John City	158
	KRST-AF	Albuquerque	158
	WKIS-F	West Palm	158
	KWEN-F	Tulsa	158
	KXOA-F	Sacramento	158
	WDIA	Memphis	158
	KSKQ	Los Angees	158
500.	KTTS-F	Springfie	157
	WQBE-F	Chrlston	157
	KQKQ-F	Omaha	157
	WQIK-F	Jacksnvle	157

*Based on 1/4 HR AVG, Broadcast Week, 12+

AMERICA'S LEADING STATIONS - 12+ TSA CUME*

1.	WINS	NewYork	25946
2.	WHTZ-F	NewYork	23618
3.	WCBS	NewYork	21994
4.	KIIS-AF	Los Angel	20872
5.	WPLJ-F	NewYork	19223
6.	WCBS-F	NewYork	19066
7.	KOST-F	Los Angel	18186
8.	WXRK-F	NewYork	17646
9.	WLTW-F	NewYork	17510
10.	WPAT-AF	NewYork	17070
11.	WRKS-F	NewYork	17037
12.	WFAN	NewYork	16868
13.	WNEW-F	NewYork	16733
14.	KPWR-F	Los Angel	16153
15.	WNSR-F	NewYork	16080
16.	WGN	Chicago	15510
17.	WOR	NewYork	15393
18.	WQHT-F	NewYork	15352
19.	KLOS-F	Los Angel	14484
20.	WBLS-F	NewYork	13974
21.	WABC	NewYork	13579
22.	KFWB	Los Angel	13406
23.	WBBM	Chicago	12903
24.	KNX	Los Angel	12823
25.	KYW	Philadelp	12207
26.	WMMR-F	Philadelp	11554
27.	KQLZ-F	Los Angel	11431
28.	KABC	Los Angel	11108
29.	WBBM-F	Chicago	10729
30.	WJR	Detroit	10491
31.	KBIG-F	Los Angel	10334
32.	KRTH-F	Los Angel	10085
33.	WYNY-F	NewYork	10069
34.	WCCO	Minn-St.P	9870
35.	WYSP-F	Philadelp	9803
36.	KGO	San Fran	9734
37.	WGCI-F	Chicago	9713
38.	KTWV-F	Los Angel	9511
39.	WEGX-F	Philadelp	9380
40.	WQCD-F	NewYork	9213
41.	WCKG-F	Chicago	9188
42.	WLUP-F	Chicago	8991
43.	WNEW	NewYork	8948
44.	WIOQ-F	Philadelp	8936
45.	WZOU-F	Boston	8835
46.	KNBR	San Fran	8718
47.	KMOX	St. Louis	8686
48.	KROQ-F	Los Angel	8453
49.	KLSX-F	Los Angel	8450
50.	WKQX-F	Chicago	8418
51.	WMAQ	Chicago	8411
52.	WYTZ-F	Chicago	8396
53.	KCBS	San Fran	8212
54.	WQXR-F	NewYork	8084
55.	WXKS-F	Boston	8008
56.	KODJ-F	Los Angel	7965
57.	KMEL-F	San Fran	7941
58.	WNCN-F	NewYork	7931
59.	KDKA	Pittsburg	7897
60.	WEAZ-F	Philadelp	7762
61.	WJMK-F	Chicago	7623
62.	WBAP	Dallas-FW	7511
63.	KXEZ-F	Los Angel	7435
64.	KLVE-F	Los Angel	7334
65.	WOGL-F	Philadelp	7302
66.	WHYT-F	Detroit	7238
67.	KFI	Los Angel	7227
68.	KMPC	Los Angel	7217
69.	KKBT-F	Los Angel	7136
70.	KSCS-F	Dallas-FW	7037
71.	WWJ	Detroit	6974
72.	WVAZ-F	Chicago	6941
73.	WBCN-F	Boston	6803
74.	KOIT-AF	San Fran	6736
75.	WUSL-F	Philadelp	6728
76.	WAPW-F	Atlanta	6582
77.	WTMX-F	Chicago	6525
78.	WUSN-F	Chicago	6501
79.	WBZ	Boston	6484
80.	WXTU-F	Philadelp	6482
81.	KFRC	San Fran	6454
82.	WAVA-F	Washingtn	6412
83.	KILT-F	Houston	6296
84.	WXEZ-AF	Chicago	6290
85.	KIKK-F	Houston	6202
86.	WPGC-F	Washingtn	6196
87.	WRKO	Boston	6188
88.	WBZZ-F	Pittsburg	6152
89.	WKQI-F	Detroit	6134
90.	WLUP	Chicago	6124
91.	WMGK-F	Philadelp	6107
92.	KZLA-F	Los Angel	5965
93.	WKSZ-F	Philadelp	5956
94.	KIRO	Seattle	5869
95.	WCAU	Philadelp	5850
96.	KDWB-F	Minn-St.P	5819
97.	WSB -F	Atlanta	5779
98.	WODS-F	Boston	5754
99.	KPLX-F	Dallas-FW	5749
100.	KTNQ	Los Angel	5748
101.	WTOP	Washingtn	5714
102.	WLW	Cincinnat	5608
103.	KHYI-F	Dallas-FW	5596
104.	WSKQ-F	NewYork	5569
105.	KQRS-AF	Minn-St.P	5544
106.	WMZQ-AF	Washingtn	5530
107.	WXRT-F	Chicago	5520
108.	KKBQ-AF	Houston	5500
	WLIT-F	Chicago	5500
110.	KIOI-F	San Fran	5491
111.	WNUA-F	Chicago	5462
112.	KWKW	Los Angel	5438
113.	WDVE-F	Pittsburg	5423
114.	WJLB-F	Detroit	5363
115.	WWDC-F	Washingtn	5336
116.	KRLD	Dallas-FW	5332
117.	WSNI-F	Philadelp	5252
118.	WLTF-F	Cleveland	5241
119.	WRQX-F	Washingtn	5217
120.	KLOL-F	Houston	5176
121.	KJLH-F	Los Angel	5170
122.	KSFO	San Fran	5149
123.	KTRH	Houston	5133
124.	WFBQ-F	Indy	5124
125.	WRIF-F	Detroit	5100
126.	WLLZ-F	Detroit	5096
127.	KRBE-F	Houston	5079
128.	WMMS-F	Cleveland	5068
129.	WLOL-F	Minn-St.P	5067
130.	KEGL-F	Dallas-FW	5066
131.	KSHE-F	St. Louis	5060
132.	WFLZ-F	TampaSt.P	4995
133.	WGAY-F	Washingtn	4978
134.	WVEE-F	Atlanta	4973
135.	WLS	Chicago	4931
136.	KPLZ-F	Seattle	4901
137.	WLTI-F	Detroit	4895
138.	WMJX-F	Boston	4888
139.	WFOX-F	Atlanta	4883
140.	WLIB	NewYork	4855
141.	KKGO-F	Los Angel	4840
142.	WEEI	Boston	4786
143.	KXXX-F	San Fran	4781
144.	WPEN	Philadelp	4773
145.	WDFX-F	Detroit	4769
146.	KLAC	Los Angel	4759
147.	WDAS-F	Philadelp	4718
148.	WKLS-F	Atlanta	4715
	WLTE-F	Minn-St.P	4715
150.	WZLX-F	Boston	4711

*Based on 12+ TSA Cume, Broadcast Week

151.	WKBQ-F	St. Louis	4706
152.	WJJD	Chicago	4703
153.	WROR-F	Boston	4672
154.	KRQR-F	San Fran	4653
155.	WSSH-F	Boston	4586
156.	WTIC-F	Hartford	4584
157.	WDAF	Knsas Cty	4575
158.	WHDH	Boston	4561
159.	WKRQ-F	Cincinnat	4537
160.	WFYR-F	Chicago	4519
161.	WYAY-AF	Atlanta	4507
	WYAI-AF	Atlanta	4507
163.	WPCH-F	Atlanta	4486
164.	WWSW-F	Pittsburg	4483
165.	KLIT-F	Los Angel	4474
166.	KVIL-AF	Dallas-FW	4469
167.	WHQT-F	Miami-Ft.	4466
168.	KSOL-F	San Fran	4464
169.	KJMZ-F	Dallas-FW	4456
170.	KKLQ-AF	SanDiego	4454
171.	WJIB-F	Boston	4452
172.	WMJI-F	Cleveland	4445
173.	WSB	Atlanta	4427
174.	KMJQ-F	Houston	4426
175.	WKYS-F	Washingtn	4411
176.	WBAL	Baltimore	4409
177.	WRBQ-AF	TampaSt.P	4406
	WEZN-F	NewYork	4406
179.	WAAF-F	Boston	4402
180.	WPRO-F	Boston	4393
181.	WHYI-F	Miami-Ft.	4349
182.	WHUR-F	Washingtn	4341
183.	WSOC-F	Charlotte	4340
184.	WBSB-F	Baltimore	4338
185.	WTMJ	Milwaukee	4336
186.	WKTI-F	Milwaukee	4332
187.	WADO	NewYork	4307
188.	KOA	Denver	4298
189.	KNIX-F	Phoenix	4259
190.	WCSX-F	Detroit	4234
191.	WIVK-AF	Knoxville	4222
	KABL-AF	San Fran	4222
193.	WNIC-F	Detroit	4215
194.	WLYF-F	Miami-Ft.	4213
195.	WMDB-F	Philadelp	4208
196.	WNCI-F	ColumbusO	4207
197.	WWWW-F	Detroit	4194
198.	KFOG-F	San Fran	4173
199.	KTXQ-F	Dallas-FW	4155
200.	WFLN-F	Philadelp	4152
201.	WCXR-F	Washingtn	4134
202.	WOMC-F	Detroit	4128
203.	KUBE-F	Seattle	4121
204.	WTIC	Hartford	4101
205.	WTQR-F	GrnsbroWS	4094
206.	KKDA-F	Dallas-FW	4093
207.	WPRO-F	Providenc	4085
208.	WDOK-F	Cleveland	4060
209.	WPOW-F	Miami-Ft.	4052
210.	KRLA	Los Angel	4050
211.	WASH-F	Washingtn	4049
212.	WMAL	Washingtn	4000
213.	KYKY-F	St. Louis	3987
214.	WWRM-F	TampaSt.P	3982
215.	KLUV-F	Dallas-FW	3967
216.	WKSS-F	Hartford	3940
217.	KLTR-F	Houston	3929
218.	WLTT-F	Washingtn	3919
219.	WZPL-F	Indy	3915
220.	WPHR-F	Cleveland	3898
221.	KDFC-AF	San Fran	3896
222.	WJOI-F	Detroit	3855
223.	KEX	Prtlnd,OR	3830
224.	WDRE-F	NewYork	3813
225.	KBEQ-F	Knsas Cty	3782
226.	CKLW	Detroit	3741
227.	WYHY-F	Nashville	3718
228.	KTAR	Phoenix	3716
229.	KEEY-F	Minn-St.P	3702
230.	KSAN-F	San Fran	3699
231.	KODA-F	Houston	3673
232.	WALK-F	NewYork	3671
233.	KSTP-F	Minn-St.P	3662
234.	WWWE	Cleveland	3648
235.	WZZK-AF	Brmngham	3633
	WEZB-F	New Orlns	3633
237.	WIOG-F	Saginaw-b	3631
238.	KSFM-F	San Fran	3629
239.	KXKL-AF	Denver	3623
240.	KQQL-F	Minn-St.P	3617
241.	WFMT-F	Chicago	3593
242.	WCKZ-F	Charlotte	3588
243.	WEBN-F	Cincinnat	3584
	WXTR-F	Washingtn	3584
245.	WJZZ-F	Detroit	3569
246.	WYNF-F	TampaSt.P	3568
247.	WIP	Philadelp	3548
248.	WNIB-F	Chicago	3528
249.	WWMX-F	Baltimore	3497
250.	WOMX-F	Orlando	3496
251.	WIL -F	St. Louis	3491
252.	WHAS	Louisvill	3467
253.	WIYY-F	Baltimore	3458
	WNCX-F	Cleveland	3458
255.	WSKQ	NewYork	3443
256.	KRXY-AF	Denver	3424
257.	WSHH-F	Pittsburg	3415
258.	KOMO	Seattle	3412
259.	WWKA-F	Orlando	3394
260.	KKHI-AF	San Fran	3388
261.	KYGO-F	Denver	3387
262.	KFMB	SanDiego	3372
263.	KDAY	Los Angel	3371
264.	KKSF-F	San Fran	3369
265.	WXYV-F	Baltimore	3363
266.	KLDE-F	Houston	3357
267.	KSD -F	St. Louis	3320
268.	WBLI-F	NewYork	3308
269.	KZOK-F	Seattle	3294
	WGAR-F	Cleveland	3294
271.	KQKS-F	Denver	3285
272.	KFMK-F	Houston	3269
273.	WKHX-F	Atlanta	3262
	WUSA-F	TampaSt.P	3262
275.	KFMB-F	SanDiego	3234
276.	WAXY-F	Miami-Ft.	3233
277.	KSON-AF	SanDiego	3221
278.	KZFX-F	Houston	3219
279.	WOKI-F	Knoxville	3214
280.	KSFM-F	Sacramnto	3210
281.	WEAT-AF	West Palm	3207
282.	KHYS-F	Houston	3203
283.	KGB -F	SanDiego	3196
284.	KEZK-F	St. Louis	3195
285.	WLIF-F	Baltimore	3187
286.	KOY -F	Phoenix	3183
287.	KKRZ-F	Prtlnd,OR	3175
288.	WKDD-F	Cleveland	3172
289.	WIOD	Miami-Ft.	3166
290.	KZPS-F	Dallas-FW	3164
	KNRJ-F	Houston	3164
292.	WFMS-F	Indy	3152
	KLXK-F	Minn-St.P	3152
294.	WMXJ-F	Miami-Ft.	3146
295.	WSTR-F	Atlanta	3135
	WDUV-F	TampaSt.P	3135
297.	KALI	Los Angel	3133
298.	WBAB-F	NewYork	3127
299.	WHFS-F	Washingtn	3126
300.	WRCH-F	Hartford	3123
301.	KKHJ	Los Angel	3121
302.	WDSY-F	Pittsburg	3120
303.	WQYK-F	TampaSt.P	3115
304.	WDJX-AF	Louisvill	3114
	WQAL-F	Cleveland	3114
306.	WMJQ-F	Buffalo	3107
307.	WXLK-F	Roanoke-l	3100
308.	WJQY-F	Miami-Ft.	3099
309.	KISW-F	Seattle	3096
310.	KOSI-F	Denver	3087
311.	KSSN-F	Little Rk	3077
312.	WHJY-F	Boston	3060
313.	KUPD-F	Phoenix	3050
314.	WPOC-F	Baltimore	3047
315.	WKDF-F	Nashville	3043
	KMPS-AF	Seattle	3043
317.	WSTF-F	Orlando	3040
318.	KGGI-F	Riverside	3034
319.	WOCL-F	Orlando	3029
320.	WXYT	Detroit	3023
321.	WAMZ-F	Louisvill	3016
322.	KRAK-F	Sacramnto	3007
323.	KCYY-F	San anton	3004

AMERICA'S LEADING STATIONS - METRO CUME RATING* (25.0+)

1.	KTRS-F	Casper	50.4
	WIXX-F	Green Bay	50.4
3.	WIVK-AF	Knoxville	47.9
4.	WJBC	Bloomington	46.8
5.	WFBC-F	Asheville	46.0
6.	WWNC	Asheville	44.2
7.	WTCR-AF	Huntington, WV	44.1
8.	WIOG-F	Saginaw-Bay City-Mid	43.1
9.	WAAL-F	Binghamton	42.3
10.	WZOK-F	Rockford	41.8
11.	WBBQ-AF	Augusta	41.7
12.	WBNQ-F	Bloomington	40.7
13.	WMEE-F	Fort Wayne	40.2
14.	WSTO-F	Evansville	39.1
15.	WTHI-F	Terre Haute	39.0
	WVIC-AF	Lansing	39.0
17.	WZYP-F	Huntsville	38.4
	WQUT-F	John City-Kingsport	38.4
19.	WKFR-F	Kalamazoo	38.0
20.	WJET-F	Erie	37.9
	WOMP-F	Wheeling	37.9
22.	WAYS-F	Macon	37.7
23.	WDAY-F	Fargo	37.4
	WNDU-F	South Bend	37.4
25.	KMOX	St. Louis	37.1
26.	KLLL-F	Lubbock	36.6
27.	KSSN-F	Little Rock	36.4
	KRQQ-F	Tucson	36.4
29.	KFMW-F	Waterloo-Cedar Falls	35.5
30.	WDRM-F	Huntsville	35.3
31.	WXLK-F	Roanoke-Lynchburg	35.2
32.	WZFX-F	Fayetteville, NC	35.0
	WCCO	Minneapolis-St. Paul	35.0
	WKZW-F	Peoria	35.0
35.	WKEE-F	Huntington, WV	34.5
36.	WNNK-F	Harrisburg	34.0
37.	WLAP-F	Lexington	33.9
38.	KWTX-F	Waco	33.8
39.	KSMB-F	Lafayette, LA	33.7
40.	KPRR-F	El Paso	33.6
	WKSF-F	Asheville	33.6
42.	KBFM-F	Mcallen-Brownsville	33.5
43.	WQBE-F	Charleston, WV	33.4
44.	KZIO-F	Duluth	33.3
	WKRZ-F	Wilkes Barre-Scranto	33.3
	KQKQ-F	Omaha	33.3
47.	KDKA	Pittsburgh	33.2
48.	KOKZ-F	Waterloo-Cedar Falls	33.0
49.	WAPL-F	Green Bay	32.8
50.	WHAS	Louisville	32.7
51.	KQMQ-AF	Honolulu	32.5
52.	KTTS-F	Springfield, MO	32.1
	WIXX-F	Appleton-Oshkosh	32.1
54.	KVOC	Casper	32.0
	WLW	Cincinnati	32.0
	WZID-F	Manchester	32.0
57.	WXBQ-F	John City-Kingsport	31.9
58.	WDEN-F	Macon	31.7
59.	KZFM-F	Corpus Christi	31.6
60.	WMGI-F	Terre Haute	31.5
61.	KOEL-F	Waterloo-Cedar Falls	31.4
	WMYU-F	Knoxville	31.4
63.	KQLT-F	Casper	31.3
	WPRR-F	Altoona	31.3
	WRKY-F	Steubenville	31.3
66.	WCOS-F	Columbia, SC	31.1
67.	KZII-F	Lubbock	31.0
	KRLB-F	Lubbock	31.0
69.	WVBS-F	Wilmington, NC	30.9
70.	WVKS-F	Toledo	30.7
	WICC	Bridgeport	30.7
72.	KPAT-F	Sioux Falls	30.6
73.	KQWB-F	Fargo	30.5
74.	WBLM-F	Portland, ME	30.4
75.	WTIC	Hartford	30.3
76.	WYYY-F	Syracuse	30.0
	KUZZ-AF	Bakersfield	30.0
78.	WPXR-F	Davenport-Ri-Moline	29.9
79.	WDUV-F	Sarasota-Bradenton	29.7
80.	KMML-F	Amarillo	29.5
	WIKY-F	Evansville	29.5
	KPXR-F	Anchorage	29.5
	WAPL-F	Appleton-Oshkosh	29.5
84.	KZLS-F	Billings	29.4
	KYYA-F	Billings	29.4
	WYCR-F	York	29.4
87.	WHHY-AF	Montgomery	29.3
	KQIZ-F	Amarillo	29.3
	KFRX-F	Lincoln	29.3
	WGIR-F	Manchester	29.3
91.	WRVQ-F	Richmond	29.2
	KZZU-F	Spokane	29.2
	WPRO-F	Providence	29.2
	WZZP-F	South Bend	29.2
95.	WVLK-F	Lexington	29.1
	KQCR-F	Cedar Rapids	29.1
97.	WLLR-AF	Davenport-Ri-Moline	28.8
	WROK	Rockford	28.8
99.	WZHT-F	Montgomery	28.7
	WKTI-F	Milwaukee	28.7

	KCCY-F	Pueblo	28.7
102.	WZZK-AF	Birmingham	28.6
	KASE-F	Austin	28.6
	WDJX-AF	Louisville	28.6
105.	WTFM-F	John City-Kingsport	28.5
106.	WGRD-F	Grand Rapids	28.4
	WCRZ-F	Flint	28.4
	WRQN-F	Toledo	28.4
109.	KWNZ-F	Reno	28.3
	WOWO-AF	Fort Wayne	28.3
111.	WXKC-F	Erie	28.2
	KKRQ-F	Cedar Rapids	28.2
	WTMJ	Milwaukee	28.2
	WNCI-F	Columbus, OH	28.2
115.	WVSR-F	Charleston, WV	28.1
	WJMI-F	Jackson	28.1
117.	WTHZ-F	Tallahassee	28.0
118.	WIKS-F	Greenville, NC	27.9
	WTQR-F	Greensboro-WS	27.9
	WEZN-F	Bridgeport	27.9
121.	KKHT-F	Springfield, MO	27.8
122.	WQSM-F	Fayetteville, NC	27.7
	KRNQ-F	Des Moines	27.7
	WLWI-F	Montgomery	27.7
	WMT	Cedar Rapids	27.7
	WEZB-F	New Orleans	27.7
	WKCI-F	New Haven	27.7
	WGLU-F	Johnstown	27.7
129.	WIBA-F	Madison	27.6
	WKCI-F	Bridgeport	27.6
131.	KHAK-AF	Cedar Rapids	27.5
132.	WRVA	Richmond	27.4
	WKRQ-F	Cincinnati	27.4
134.	WCMF-F	Rochester	27.3
135.	WIBW-F	Topeka	27.2
	KKRD-F	Wichita	27.2
	WWCK-F	Flint	27.2
138.	WSTH-AF	Columbus, GA	27.1
	KGOT-F	Anchorage	27.1
	WIOG-F	Flint	27.1
	WKSJ-AF	Mobile	27.1
142.	WZEE-F	Madison	27.0
	KEZO-AF	Omaha	27.0
144.	WAPE-F	Jacksonville	26.9
	KDAL	Duluth	26.9
	WFBQ-F	Indianapolis	26.9
	WEAT-AF	West Palm Beach	26.9
148.	WOKI-F	Knoxville	26.8
	WSKZ-F	Chattanooga	26.8
	WLAN-F	Lancaster	26.8
151.	WTIC-F	Hartford	26.7
	KPSI-F	Palm Springs, CA	26.7
153.	WZPL-F	Indianapolis	26.6
154.	KHOP-F	Modesto	26.5
155.	WDAY	Fargo	26.4
	WKCQ-F	Saginaw-Bay City-Mid	26.4
	WKYE-F	Johnstown	26.4
158.	WMSI-F	Jackson	26.3
	WNTQ-F	Syracuse	26.3
	WBLX-F	Mobile	26.3
	WOKQ-F	Portsmouth-Dover-Roc	26.3
162.	WEAS-F	Savannah	26.2
	WRNS-F	Greenville, NC	26.2
	KTPK-F	Topeka	26.2
	KLUC-F	Las Vegas	26.2
	KFAB	Omaha	26.2
167.	KYW	Philadelphia	26.1
168.	WPOR-AF	Portland, ME	26.0
	KTXF-F	Mcallen-Brownsville	26.0
	WKDQ-F	Evansville	26.0
	KFOR	Lincoln	26.0
	KGGO-F	Des Moines	26.0
	WFMF-F	Baton Rouge	26.0
	WKZO	Kalamazoo	26.0
	WKSE-F	Buffalo-Niagara Fall	26.0
176.	WTNT-F	Tallahassee	25.9
	WHO	Des Moines	25.9
	WKQQ-F	Lexington	25.9
	WYHY-F	Nashville	25.9
180.	WJR	Ann Arbor	25.8
	KKXX-F	Bakersfield	25.8
182.	WKML-F	Fayetteville, NC	25.7
	WNSN-F	South Bend	25.7
184.	WFBG	Altoona	25.5
185.	KELO-F	Sioux Falls	25.4
	KRMD-AF	Shreveport	25.4
	WIOT-F	Toledo	25.4
	KIIM-AF	Tucson	25.4
189.	KGBT	Mcallen-Brownsville	25.2
	KELO	Sioux Falls	25.2
	KXXY-F	Oklahoma City	25.2
	WVOR-F	Rochester	25.2
	WSRS-F	Worcester	25.2
194.	KRST-AF	Albuquerque	25.1
	WNBF	Binghamton	25.1
	WSOC-F	Charlotte	25.1
	WAMZ-F	Louisville	25.1
	WGTZ-F	Dayton	25.1
199.	KMGW-F	Casper	25.0
	WCCK-F	Erie	25.0

*Based on 12+ Metro Cume Rating, Mon-Sun, 6A-Mid.

AMERICA'S LEADING STATIONS BY FORMAT*

1/4 HOUR AVERAGE

TOP 40/CHR/CONTEMP

1.	WHTZ-F	NewYork	1281
2.	WQHT-F	NewYork	1097
3.	KIIS-AF	Los Angel	985
4.	KPWR-F	Los Angel	834
5.	WPLJ-F	NewYork	717
6.	WBBM-F	Chicago	559
7.	KQLZ-F	Los Angel	554
8.	KMEL-F	San Fran	471
9.	WAPW-F	Atlanta	432
10.	WZOU-F	Boston	421
11.	WIOQ-F	Philadelp	411
12.	WXKS-F	Boston	409
13.	WEGX-F	Philadelp	396
14.	WPGC-F	Washingtn	364
15.	WYTZ-F	Chicago	359
16.	WHYT-F	Detroit	346
17.	KKLQ-AF	SanDiego	335
18.	WKQI-F	Detroit	325
19.	WBZZ-F	Pittsburg	299
20.	WNCI-F	ColumbusO	289
21.	WPOW-F	Miami-Ft.	283
22.	WAVA-F	Washingtn	272
23.	KKBQ-AF	Houston	271
24.	KHYI-F	Dallas-FW	266
25.	WFLZ-F	TampaSt.P	264
26.	WKBQ-F	St. Louis	261
27.	KDWB-F	Minn-St.P	260
28.	WPRO-F	Providenc	252
29.	KPLZ-F	Seattle	250
30.	KXXX-F	San Fran	234
31.	KRBE-F	Houston	232
32.	WRBQ-AF	TampaSt.P	231
33.	KUBE-F	Seattle	226
34.	KEGL-F	Dallas-FW	220
35.	WEZB-F	New Orlns	219
36.	WKTI-F	Milwaukee	213
	WKRQ-F	Cincinnat	213
	WHYI-F	Miami-Ft.	213
	WBSB-F	Baltimore	213
40.	WBLI-F	NewYork	211
41.	WDFX-F	Detroit	208
42.	WLOL-F	Minn-St.P	205
43.	KRQQ-F	Tucson	201

AOR/CLASSIC

1.	WNEW-F	NewYork	1086
2.	WXRK-F	NewYork	944
3.	KLOS-F	Los Angel	687
4.	WMMR-F	Philadelp	657
5.	WLUP-F	Chicago	575
6.	WCKG-F	Chicago	561
7.	WYSP-F	Philadelp	516
8.	KROQ-F	Los Angel	507
9.	KLSX-F	Los Angel	438
10.	WXRT-F	Chicago	418
11.	WBCN-F	Boston	404
12.	KLOL-F	Houston	388
13.	KQRS-AF	Minn-St.P	360
14.	WDVE-F	Pittsburg	348
15.	KSHE-F	St. Louis	330
16.	WLLZ-F	Detroit	288
17.	WKLS-F	Atlanta	280
18.	WFBQ-F	Indy	266
19.	KGB -F	SanDiego	256
20.	KTXQ-F	Dallas-FW	247
21.	WDRE-F	NewYork	246
22.	WIYY-F	Baltimore	243
23.	WMMS-F	Cleveland	238
24.	WRIF-F	Detroit	230
25.	KRQR-F	San Fran	227
26.	KFOG-F	San Fran	223
27.	WZLX-F	Boston	220
28.	WYNF-F	TampaSt.P	215
29.	WCXR-F	Washingtn	208
30.	WEBN-F	Cincinnat	207
31.	WCSX-F	Detroit	206
32.	WCMF-F	Rochester	204
33.	KZPS-F	Dallas-FW	201

AC/OLDIES/SOFT ROCK

1.	WCBS-F	NewYork	1278
2.	WLTW-F	NewYork	1122
3.	KOST-F	Los Angel	1031
4.	WNSR-F	NewYork	1030
5.	KBIG-F	Los Angel	493
6.	WKQX-F	Chicago	441
7.	KOIT-AF	San Fran	431
8.	WTMX-F	Chicago	414
9.	WJMK-F	Chicago	389
10.	WLTI-F	Detroit	382
11.	WLIT-F	Chicago	376
12.	KVIL-AF	Dallas-FW	375
13.	WOGL-F	Philadelp	370
14.	WSB -F	Atlanta	332
15.	KODJ-F	Los Angel	330
16.	WLTF-F	Cleveland	325
17.	KRTH-F	Los Angel	322
18.	WKSZ-F	Philadelp	320
19.	WMGK-F	Philadelp	316
20.	WALK-F	NewYork	306
21.	WWRM-F	TampaSt.P	286
22.	WLTE-F	Minn-St.P	281
23.	KIOI-F	San Fran	278
24.	WFOX-F	Atlanta	261
25.	WWSW-F	Pittsburg	248
	WNIC-F	Detroit	248
27.	WODS-F	Boston	235
	KSFO	San Fran	235
29.	KYKY-F	St. Louis	232
30.	WSNI-F	Philadelp	231
31.	KLTR-F	Houston	230
	WUSA-F	TampaSt.P	230
	WMJX-F	Boston	230
34.	WWMX-F	Baltimore	224
35.	WASH-F	Washingtn	223
36.	WMJI-F	Cleveland	221
37.	WOMC-F	Detroit	217
38.	WJQY-F	Miami-Ft.	210
39.	WSSH-F	Boston	208
40.	WDOK-F	Cleveland	202
41.	WFYR-F	Chicago	201
42.	KLUV-F	Dallas-FW	200
	KLXK-F	Minn-St.P	200

MOR/VARIETY

1.	WJR	Detroit	577
2.	WCCO	Minn-St.P	570
3.	KDKA	Pittsburg	469
4.	KNBR	San Fran	395
5.	WBZ	Boston	337
6.	WTIC	Hartford	316
7.	WTMJ	Milwaukee	277
8.	WSB	Atlanta	273
9.	WMAL	Washingtn	272
10.	WIBC	Indy	265
11.	WLW	Cincinnat	247
12.	KFMB	SanDiego	239
13.	WHAS	Louisvill	208
14.	KEX	Prtlnd,OR	189
15.	WTVN	ColumbusO	183
16.	KOMO	Seattle	174
17.	WBEN	Buffalo	147
18.	WRVA	Richmond	146
19.	KMBZ	Knsas Cty	125
20.	WGY	ALBANY	124
21.	KSSK	Honolulu	123
22.	WHAM	Rochester	120
23.	KSL	Salt Lake	111
24.	KFAB	Omaha	107
25.	WICC	Brdgeport	105
26.	WBT	Charlotte	104
27.	KRMG	Tulsa	103
28.	WKRC	Cincinnat	100

COUNTRY

1.	WYNY-F	NewYork	661
2.	KSCS-F	Dallas-FW	486
3.	KZLA-F	Los Angel	450
4.	WUSN-F	Chicago	438
5.	KPLX-F	Dallas-FW	419
6.	KIKK-F	Houston	401
7.	WXTU-F	Philadelp	386
8.	KILT-F	Houston	382
9.	WMZQ-AF	Washingtn	339
10.	WBAP	Dallas-FW	329
11.	KEEY-F	Minn-St.P	324
12.	WIVK-AF	Knoxville	296
13.	WWWW-F	Detroit	277
14.	KNIX-F	Phoenix	270
15.	KSON-AF	SanDiego	267
16.	KSAN-F	San Fran	263
17.	WPOC-F	Baltimore	250
18.	KCYY-F	San anton	249
19.	WQYK-F	TampaSt.P	246
20.	WIL -F	St. Louis	244
21.	WDAF	Knsas Cty	241
22.	KMPS-AF	Seattle	233
23.	WYAY-AF	Atlanta	229
24.	KYGO-F	Denver	218
25.	WGAR-F	Cleveland	214
26.	KLAC	Los Angel	210
27.	WTQR-F	GrnsbroWS	209
28.	WDSY-F	Pittsburg	206
29.	WZZK-AF	Brmngham	205
30.	WSOC-F	Charlotte	204
31.	WAMZ-F	Louisvill	197
32.	KXXY-F	Oklahoma	196
	WKIS-F	Miami-Ft.	196
34.	KUPL-F	Prtlnd,OR	192
35.	WKHX-F	Atlanta	185

BLACK/URBAN

1.	WRKS-F	NewYork	1417
2.	WBLS-F	NewYork	1058
3.	WGCI-F	Chicago	984
4.	WVAZ-F	Chicago	661
5.	WVEE-F	Atlanta	616
6.	WUSL-F	Philadelp	546
7.	WLIB	NewYork	527
8.	KKBT-F	Los Angel	507
9.	WJLB-F	Detroit	455
10.	KMJQ-F	Houston	407
11.	WHQT-F	Miami-Ft.	377
12.	WDAS-F	Philadelp	346
13.	KKDA-F	Dallas-FW	324
14.	WXYV-F	Baltimore	301
15.	KJLH-F	Los Angel	289
16.	KSOL-F	San Fran	274
17.	KMJM-F	St. Louis	268
18.	WEDR-F	Miami-Ft.	266
19.	KJMZ-F	Dallas-FW	261
20.	WKYS-F	Washingtn	259
21.	WYLD-F	New Orlns	251
22.	WAMO-F	Pittsburg	238
23.	WZAK-F	Cleveland	216
24.	WHUR-F	Washingtn	208
25.	WQUE-AF	New Orlns	194
26.	KHYS-F	Houston	190
27.	WHRK-F	Memphis	185
28.	WPEG-F	Charlotte	183
29.	KPRS-F	Knsas Cty	177
30.	WOWI-F	Norfolk	176
	WMMJ-F	Washingtn	176
32.	KDIA	San Fran	164
33.	WENN-F	Brmngham	156
34.	KGFJ	Los Angel	153
35.	WGPR-F	Detroit	143
36.	KDAY	Los Angel	140
37.	WCDX-F	Richmond	138
38.	WDIA	Memphis	137
39.	WIKS-F	GreenvlNC	134
40.	KKDA	Dallas-FW	132
41.	WBLX-F	Mobile	129
42.	WJMO-F	Cleveland	127
43.	KACE-F	Los Angel	126
44.	WILD	Boston	125
45.	WJHM-F	Orlando	122
46.	WWDM-F	Columbia	121
47.	WZFX-F	Faytville	117
48.	WTLC-F	Indy	116
49.	WVON	Chicago	112
50.	WZHT-F	Montgomer	111

BEAUTIFUL/EASY

1.	WPAT-AF	NewYork	1434
2.	KXEZ-F	Los Angel	560
3.	WEAZ-F	Philadelp	493
4.	WXEZ-AF	Chicago	437
5.	WGAY-F	Washingtn	381
6.	WLYF-F	Miami-Ft.	368
7.	WPCH-F	Atlanta	333
8.	WJIB-F	Boston	263
9.	WJOI-F	Detroit	256
10.	WLIF-F	Baltimore	239
11.	WEAT-AF	West Palm	211
12.	KEZK-F	St. Louis	210
13.	KODA-F	Houston	209
14.	WSHH-F	Pittsburg	197
15.	KMEZ-F	Dallas-FW	189
16.	KABL-AF	San Fran	185
17.	WQAL-F	Cleveland	178
18.	KBAY-F	San Fran	173
19.	KOSI-F	Denver	168
20.	WFOG-F	Norfolk	160

*Based on 12+ Average 1/4 Hour, Mon-Sun, 6A-Mid.

	KMEO-F	Phoenix	160
22.	KJQY-F	SanDiego	157
23.	WDUV-F	TampaSt.P	156
24.	WFMZ-F	Allentown	150

NEWS/TALK

1.	WINS	NewYork	1200
2.	WOR	NewYork	1083
3.	WGN	Chicago	1025
4.	WCBS	NewYork	1000
5.	WFAN	NewYork	904
6.	KMOX	St. Louis	734
7.	KABC	Los Angel	714
8.	WABC	NewYork	707
9.	WBBM	Chicago	591
10.	KFWB	Los Angel	551
11.	KGO	San Fran	539
12.	KYW	Philadelp	463
13.	KNX	Los Angel	461
14.	WRKO	Boston	396
15.	KCBS	San Fran	373
16.	WLUP	Chicago	372
17.	KIRO	Seattle	353
18.	WBAL	Baltimore	322
19.	WWJ	Detroit	313
20.	WCAU	Philadelp	299
21.	WMAQ	Chicago	282
22.	WXYT	Detroit	261
23.	WLS	Chicago	259
24.	KTAR	Phoenix	255
25.	WWDB-F	Philadelp	246
26.	KTRH	Houston	240
27.	KRLD	Dallas-FW	237
28.	KFI	Los Angel	232
29.	WHDH	Boston	222
30.	WTOP	Washingtn	205
	KSDO	SanDiego	205
32.	WTAE	Pittsburg	201
33.	WEEI	Boston	191
34.	WIP	Philadelp	183
35.	KFBK	Sacramnto	181
36.	WINZ	Miami-Ft.	176
37.	WIOD	Miami-Ft.	173
38.	KOA	Denver	169
39.	WWWE	Cleveland	160
40.	WNWS	Miami-Ft.	136
41.	WGST	Atlanta	133
	KPRC	Houston	133
43.	WFLA	TampaSt.P	132
	WPRO	Providenc	132
45.	KCMO	Knsas Cty	130
46.	KXL	Prtlnd,OR	119
47.	WWRC	Washingtn	117
48.	KLIF	Dallas-FW	115
49.	WHJJ	Providenc	113
50.	WCBM	Baltimore	109
51.	WWL	New Orlns	106
52.	KFI	Riverside	105
53.	WKBN	Youngstwn	103

NOSTALGIA

1.	WNEW	NewYork	658
2.	KMPC	Los Angel	494
3.	WPEN	Philadelp	418
4.	KFRC	San Fran	399
5.	WJJD	Chicago	349
6.	WGUL-AF	TampaSt.P	193
7.	WOKY	Milwaukee	182
8.	WRMR	Cleveland	178
9.	WHLI	NewYork	177
10.	KQUE-F	Houston	171
11.	CKLW	Detroit	156
12.	KIXI	Seattle	144
13.	WJAS	Pittsburg	138
14.	KPOP	SanDiego	121
15.	KAAM	Dallas-FW	101
16.	KEZW	Denver	98
17.	WPLM-F	Providenc	93
18.	KOY	Phoenix	92
19.	WPLM-F	Boston	90
20.	KKSN	Prtlnd,OR	87
21.	WXKS	Boston	84
22.	WITH	Baltimore	80
23.	WECK	Buffalo	79
24.	WDAE	TampaSt.P	78
25.	WBYU	New Orlns	75
	KLBB	Minn-St.P	75

RELIGION/GOSPEL

1.	WWRL	NewYork	211
2.	WNJR	NewYork	150
3.	KLTY-F	Dallas-FW	137
4.	WFME-F	NewYork	116
5.	WAOK	Atlanta	113
6.	KKLA-F	Los Angel	111
7.	KHVN	Dallas-FW	107
	WBGR	Baltimore	107
9.	WMUZ-F	Detroit	92
10.	KMAX-F	Los Angel	82
11.	WDAS	Philadelp	81
12.	WBOK	New Orlns	73
13.	KHCB-F	Houston	68
	WYCB	Washingtn	68
	KFSG-F	Los Angel	68
16.	WLOK	Memphis	67
17.	WYLL-F	Chicago	66
18.	WMBM	Miami-Ft.	63
19.	KCMS-F	Seattle	59
20.	WAGG	Brmngham	55
21.	WPCE	Norfolk	51
22.	WDJC-F	Brmngham	50
	KFAX	San Fran	50
24.	WRBS-F	Baltimore	49
	KEAR-F	San Fran	49
26.	WYLD	New Orlns	47
	WNAP	Philadelp	47
28.	KESS	Dallas-FW	45
29.	KMWJ	Houston	43
30.	WRFM	Miami-Ft.	40

SPANISH

1.	WSKQ-F	NewYork	571
2.	KWKW	Los Angel	532
3.	KLVE-F	Los Angel	517
4.	WADO	NewYork	463
5.	KTNQ	Los Angel	381
6.	WSKQ	NewYork	348
7.	WAQI	Miami-Ft.	347
8.	WOJO-F	Chicago	237
9.	KALI	Los Angel	236
10.	WQBA	Miami-Ft.	224
11.	WKDM	NewYork	209
12.	WXDJ-F	Miami-Ft.	189
13.	WCMQ-F	Miami-Ft.	174
14.	KSKQ	Los Angel	158
15.	KIQI	San Fran	157
16.	KKHJ	Los Angel	149
17.	KGBT	MC-BROWN	136
18.	KSKQ-F	Los Angel	122
19.	KBRG-F	San Fran	112
20.	KLAT	Houston	106
21.	KCOR	San anton	103
22.	WQBA-F	Miami-Ft.	94
23.	KIWW-F	MC-BROWN	86
24.	WIND	Chicago	83
25.	KXYZ	Houston	79
	KQQK-F	Houston	79
27.	KAZA	San Fran	70
28.	WTAQ	Chicago	66
29.	KLOK	San Fran	65
30.	KQXX-F	MC-BROWN	62
31.	KSSA-AF	Dallas-FW	57
32.	KBNA-AF	El paso	56
33.	KZVE-F	San anton	55
34.	KAMA	El paso	54

CLASSICAL

1.	WQXR-F	NewYork	493
2.	WNCN-F	NewYork	449
3.	WFLN-F	Philadelp	252
4.	KDFC-AF	San Fran	226
5.	KKGO-F	Los Angel	220
6.	KKHI-AF	San Fran	197
7.	WFMT-F	Chicago	186
8.	WGMS-F	Washingtn	176
9.	WNIB-F	Chicago	160
10.	WQRS-F	Detroit	149
11.	WRR -F	Dallas-FW	135
12.	WTMI-F	Miami-Ft.	121
13.	KFSD-F	SanDiego	106
14.	KING-F	Seattle	102
15.	WCRB-F	Boston	90
16.	KVOD-F	Denver	78
17.	KFUO-F	St. Louis	74
18.	WFMR-F	Milwaukee	54
19.	WCLV-F	Cleveland	52

JAZZ/NEW AGE

1.	WQCD-F	NewYork	623
2.	KTWV-F	Los Angel	522
3.	WNUA-F	Chicago	328
4.	WJZZ-F	Detroit	273
5.	KKSF-F	San Fran	209
6.	KOAI-F	Dallas-FW	174
7.	KBLX-F	San Fran	159
8.	KIFM-F	SanDiego	142
9.	KJAZ-F	San Fran	103
10.	WHVE-F	TampaSt.P	96
11.	KNUA-F	Seattle	71

AMERICA'S LEADING STATIONS BY FORMAT*

METRO SHARE

TOP 40/CHR/CONTEMP

1.	KTRS-F	Casper	29.3
2.	WIXX-F	Green Bay	24.0
3.	WQUT-F	John City	23.3
4.	WBBQ-AF	Augusta	23.1
5.	WAAL-F	Binghamto	22.6
6.	WIOG-F	Saginaw-b	21.9
7.	WZOK-F	Rockford	21.7
8.	WKEE-F	Huntingtn	20.6
9.	KSMB-F	Lafayette	20.5
10.	KRQQ-F	Tucson	20.1
11.	WMEE-F	Ft. Wayne	19.9
12.	WJET-F	Erie	19.8
13.	WKSF-F	Asheville	19.5
14.	WBNQ-F	Bloomingt	18.9
15.	WOMP-F	Wheeling	18.7
16.	WSTO-F	Evansvill	18.4
17.	WKFR-F	Kalamazoo	18.3
18.	KBFM-F	MC-BROWN	18.0
19.	WXLK-F	Roanoke-l	17.4
	WNNK-F	Harrisbrg	17.4
21.	KFMW-F	Waterloo-	17.2
22.	WKRZ-F	WilkesBar	17.1
23.	WVIC-AF	Lansing	16.8
24.	KZFM-F	Corpus Ch	16.7
25.	WKZW-F	Peoria	16.6
26.	KWTX-F	Waco	16.5
27.	WZYP-F	Huntsvill	16.2
	WLAP-F	Lexington	16.2
29.	WNCI-F	ColumbusO	16.1
30.	KKHT-F	Springfie	16.0
31.	WGLU-F	Johnstown	15.2
32.	KZZU-F	Spokane	15.0
33.	KZII-F	Lubbock	14.9
	WAYS-F	Macon	14.9
35.	KPAT-F	Sioux fal	14.8
36.	KZIO-F	Duluth	14.7
37.	KPRR-F	El paso	14.6
38.	WVSR-F	Chrlston	14.3
39.	WPRR-F	Altoona	14.1
	WPXR-F	Davenport	14.1

AOR/CLASSIC

1.	KQWB-F	Fargo	15.5
2.	WBLM-F	Prtlnd,ME	15.2
	KEZO-AF	Omaha	15.2
	WFBQ-F	Indy	15.2
5.	WAPL-F	Appleton	15.1
	WCMF-F	Rochester	15.1
7.	KGGO-F	Des moine	14.9
	WRKR-F	Kalamazoo	14.9
9.	WRKT-F	Erie	14.7
10.	WKQQ-F	Lexington	13.7
11.	WIOT-F	Toledo	13.1
12.	WZZQ-F	Terre Hte	13.0
13.	WIBA-F	Madison	12.9
14.	WMCT-F	Peoria	12.6
15.	WGLF-F	Tallahass	12.5
	WOUR-F	Utica-rom	12.5
	KMOD-F	Tulsa	12.5
18.	WZZO-F	Allentown	12.4
19.	WKRR-F	GrnsbroWS	11.9
20.	WVRK-F	Columbus	11.7
21.	WIXV-F	Savannah	11.3
22.	WAAF-F	Worcester	10.8
23.	WIMZ-AF	Knoxville	10.6
	WGIR-F	Manchestr	10.6
25.	KTGL-F	Lincoln	10.5
	WKLC-F	Chrlston	10.5
27.	WRDU-F	Raleigh	10.4
	WXLP-F	Davenport	10.4
29.	KOZZ-F	Reno	10.3
	WRXL-F	Richmond	10.3
	WHTQ-F	Melbourne	10.3
	KQRS-AF	Minn-St.P	10.3
33.	KWHL-F	Anchorage	10.2
34.	WEBN-F	Cincinnat	10.1
35.	KBFX-F	Anchorage	9.9
	KZEL-F	Eugene	9.9
37.	WDVE-F	Pittsburg	9.8
38.	KXUS-F	Springfie	9.7
39.	WSFM-F	Wilmingtn	9.6
40.	KLBJ-F	Austin	9.4
41.	KLAQ-F	El paso	9.3
42.	WNOR-AF	Norfolk	9.2
	KATT-F	Oklahoma	9.2
44.	WNCD-F	Youngstwn	9.1
	WKDF-F	Nashville	9.1
46.	KDVV-F	Topeka	9.0
	KRZQ-F	Reno	9.0
	WAQY-F	Springfie	9.0

AC/OLDIES/SOFT ROCK

1.	WMGI-F	Terre Hte	17.2
2.	WCRZ-F	Flint	15.9
3.	WXKC-F	Erie	15.5
4.	WMYU-F	Knoxville	14.9
5.	KKRQ-F	Cedar Rpd	14.6
6.	WEZN-F	Brdgeport	13.5
7.	WFLZ-F	Lakeland	13.4
8.	KMAJ-F	Topeka	13.1
9.	WMYI-F	Grnvl-Sp	12.9
10.	WYYY-F	Syracuse	12.8
11.	WKDQ-F	Evansvill	12.7
	WTFM-F	John City	12.7
13.	WKYE-F	Johnstown	12.6
14.	KELO-F	Sioux fal	12.4
	WGNI-F	Wilmingtn	12.4
16.	KCIX-F	Boise	12.2
17.	WLEV-F	Allentown	11.8
18.	WRVC-F	Huntingtn	11.4
	WGSY-F	Columbus	11.4
20.	WNSN-F	South Bnd	11.3
21.	KLTA-F	Fargo	11.2
	WMYI-F	Asheville	11.2
	WAJI-F	Ft. Wayne	11.2
	WVOR-F	Rochester	11.2
25.	WOLX-F	Madison	10.9
	WARM-F	York	10.9
27.	WKWK-F	Wheeling	10.8
	KRYT-F	Pueblo	10.8
29.	KIDX-F	Billings	10.7
	WKMQ-F	Rockford	10.7
31.	WGLO-F	Peoria	10.6
32.	KKLS-F	Sioux fal	10.5
	KELO	Sioux fal	10.5
34.	WZNY-F	Augusta	10.4
	WARM-F	Lancaster	10.4
	WLTF-F	Cleveland	10.4
37.	KRNO-AF	Reno	10.3
38.	KUUL-F	Davenport	10.2
39.	WEGM-F	Wheeling	10.0
	WRMF-F	West Palm	10.0
41.	KDAL-F	Duluth	9.9
	WSNY-F	ColumbusO	9.9
43.	KLYF-F	Des moine	9.8
	KKOB-F	Albuquerq	9.8
45.	KGBX-F	Springfie	9.7
46.	WVAF-F	Chrlston	9.6
47.	WPEZ-F	Macon	9.4
	WHPA-F	Altoona	9.4
	WHYN-F	Springfie	9.4
50.	KODS-F	Reno	9.2
	WMGX-F	Prtlnd,ME	9.2
	WMRV-F	Binghamto	9.2
53.	KTEZ-F	Lubbock	9.1
	KISC-F	Spokane	9.1
	WBYR-F	Ft. Wayne	9.1
56.	WWRM-F	TampaSt.P	9.0
	WJBR-F	Wilmingto	9.0

MOR/VARIETY

1.	WJBC	Bloomingt	26.1
2.	WTIC	Hartford	18.7
3.	WIKY-F	Evansvill	17.2
4.	WCCO	Minn-St.P	16.3
5.	WMT	Cedar Rpd	16.0
6.	WHAS	Louisvill	15.7
7.	WIBC	Indy	15.2
8.	WICC	Brdgeport	15.1
9.	WNBF	Binghamto	14.9
10.	WJR	Ann Arbor	13.4
11.	KDKA	Pittsburg	13.2
12.	KFOR	Lincoln	12.5
13.	WSBT	South Bnd	12.4
14.	KDAL	Duluth	12.1
	WLW	Cincinnat	12.1
16.	KFAB	Omaha	12.0
17.	WTMJ	Milwaukee	11.6
18.	WRVA	Richmond	11.5
19.	WHO	Des moine	11.3
20.	WROK	Rockford	11.0
21.	KKOB	Albuquerq	10.7
22.	WOWO-AF	Ft. Wayne	10.2
	WTVN	ColumbusO	10.2
24.	KSSK	Honolulu	10.1
25.	WDAY	Fargo	10.0
	WSGW	Saginaw-b	10.0
27.	WGY	ALBANY	9.7
28.	KRMG	Tulsa	9.5
29.	WSYR	Syracuse	9.3
30.	WELI	New Haven	9.2
31.	KSOO	Sioux fal	9.1
32.	WHBC	Canton	9.0
33.	WHAM	Rochester	8.9
	WMBD	Peoria	8.9
35.	WKZO	Kalamazoo	8.8
	KEX	Prtlnd,OR	8.8
37.	WJR	Detroit	8.5
38.	WFBG	Altoona	8.4
	WTAG	Worcester	8.4
40.	WBEN	Buffalo	8.3
41.	WSBA	York	8.2
42.	KUGN	Eugene	8.1

COUNTRY

1.	WIVK-AF	Knoxville	32.2
2.	WTCR-AF	Huntingtn	30.9
3.	WTHI-F	Terre Hte	26.3
4.	WWNC	Asheville	24.7
5.	KLLL-F	Lubbock	24.3
6.	WQBE-F	Chrlston	24.0
7.	WDRM-F	Huntsvill	23.1
8.	WDEN-F	Macon	23.0
9.	KSSN-F	Little Rk	20.1
10.	KOEL-F	Waterloo-	20.0
11.	KUZZ-AF	Bkrsfield	19.6
12.	WXBQ-F	John City	18.3
13.	KCCY-F	Pueblo	18.2
14.	WUSY-F	Chtnooga	17.7
15.	WLWI-F	Montgomer	17.6
16.	KTTS-F	Springfie	17.3
17.	WRNS-F	GreenvlNC	17.2
18.	KTPK-F	Topeka	17.0
19.	WVLK-F	Lexington	16.9
	WMSI-F	Jackson	16.9
21.	WLLR-AF	Davenport	16.1
22.	WZZK-AF	Brmngham	15.7
23.	KHAK-AF	Cedar Rpd	15.6
	KXXY-F	Oklahoma	15.6
25.	WPOR-AF	Prtlnd,ME	15.5
26.	WCOS-F	Columbia	15.4
27.	WTQR-F	GrnsbroWS	15.3
	WITL-F	Lansing	15.3
29.	WPCV-F	Lakeland	15.0
30.	WSTH-AF	Columbus	14.9
	WAMZ-F	Louisvill	14.9
32.	WKSJ-AF	Mobile	14.8
33.	KMML-F	Amarillo	14.7
	WHWK-F	Binghamto	14.7
	KIIM-AF	Tucson	14.7
36.	WCHY-F	Savannah	14.6
37.	WKML-F	Faytville	14.5
	KASE-F	Austin	14.5
39.	KTXF-F	MC-BROWN	14.3
	WTNT-F	Tallahass	14.3
	KUGN-F	Eugene	14.3
42.	KVOC	Casper	14.1
43.	KRMD-AF	Shreveprt	14.0
44.	WWQQ-F	Wilmingtn	13.6
45.	WYNG-F	Evansvill	13.5
	WEZL-F	Chrlston	13.5
47.	KAYD-AF	Beaumont	13.1
	WSOC-F	Charlotte	13.1
49.	WESC-F	Grnvl-Sp	12.7
	WSIX-F	Nashville	12.7
51.	WYNK-AF	Btn Rouge	12.6
	KCYY-F	San anton	12.6
53.	KRST-AF	Albuquerq	12.4
	KCTR-F	Billings	12.4
	WOVK-F	Wheeling	12.4
56.	WAVC-F	Duluth	12.1
57.	WYYD-F	Roanoke-l	12.0
	WKCQ-F	Saginaw-b	12.0
	WOKQ-F	Portsmoth	12.0
60.	KHEY-F	El paso	11.9
	KYKR-F	Beaumont	11.9
62.	KOUL-F	Corpus Ch	11.7
	WOWW-F	Pensacola	11.7
64.	KVOX-F	Fargo	11.6
	WWVA	Wheeling	11.6
66.	KGHL	Billings	11.2
67.	WQXK-F	Canton	11.1
68.	KJJY-F	Des moine	11.0
	WSSL-F	Grnvl-Sp	11.0
	KFDI-F	Wichita	11.0
	KWEN-F	Tulsa	11.0

*Based on 12+ Metro Share, Broadcast week.

BLACK/URBAN

1.	WZHT-F	Montgomer	24.4
2.	WZFX-F	Faytville	23.6
3.	WIKS-F	GreenvlNC	18.7
4.	WBLX-F	Mobile	18.5
5.	WEAS-F	Savannah	18.3
6.	WWDM-F	Columbia	17.7
7.	WJMI-F	Jackson	16.2
8.	KDKS-F	Shreveprt	15.4
9.	WVEE-F	Atlanta	15.1
10.	WFXA-F	Augusta	14.6
11.	WYLD-F	New Orlns	12.9
12.	KQXL-F	Btn Rouge	12.4
	WHRK-F	Memphis	12.4
14.	WBLX-F	Pensacola	12.3
15.	WSOK	Savannah	12.1
16.	WENN-F	Brmngham	12.0
17.	WPEG-F	Charlotte	11.7
18.	WCKU-F	Lexington	11.5
19.	WANM	Tallahass	11.4
20.	WFHT-F	Tallahass	11.0
	KFXZ-F	Lafayette	11.0
22.	WCDX-F	Richmond	10.9
	WAGH-F	Columbus	10.9
24.	WDZZ-F	Flint	10.6
25.	KHYS-F	Beaumont	10.4
26.	WOKS	Columbus	10.1
27.	WQUE-AF	New Orlns	10.0
28.	WXOK	Btn Rouge	9.9
29.	KALO	Beaumont	9.8
30.	KMJJ-F	Shreveprt	9.5
31.	WDIA	Memphis	9.2
32.	WOWI-F	Norfolk	9.0
33.	WJHM-F	Orlando	8.9
34.	WZFX-F	Wilmingtn	8.8
35.	WPGA-F	Macon	8.4
36.	KIPR-F	Little Rk	8.3
37.	WFXE-F	Columbus	8.2
	WXYV-F	Baltimore	8.2
39.	WQOK-F	Raleigh	8.0
	WJTT-F	Chtnooga	8.0

BEAUTIFUL/EASY

1.	WDUV-F	Sarasota	19.1
2.	WZID-F	Manchestr	17.5
3.	KQLT-F	Casper	17.4
4.	WEAT-AF	West Palm	16.2
5.	WHBC-F	Canton	15.3
6.	WFMZ-F	Allentown	14.9
7.	WNCE-F	Lancaster	14.1
8.	WSWT-F	Peoria	12.9
9.	WWLV-F	Dytna Bch	12.6
10.	WPVR-F	Roanoke-l	12.5
11.	WSSP-F	Melbourne	12.0
12.	WSRS-F	Worcester	11.9
13.	KESY-AF	Omaha	11.4
14.	KUMU-AF	Honolulu	11.1
	KBEE-F	Modesto	11.1
16.	WFBG-F	Altoona	11.0
17.	WRSA-F	Huntsvill	10.5
	WFPG-F	Atlantic	10.5
19.	WDEF-F	Chtnooga	10.2
20.	KOHZ-F	Billings	10.1
21.	WOOD-F	Gr Rapids	10.0
22.	WEZY-F	Lakeland	9.8
23.	KRDO-F	Pueblo	9.7
24.	WROW-F	ALBANY	9.4
25.	KXTZ-F	Las Vegas	9.1
26.	KTXR-F	Springfie	9.0

NEWS/TALK

1.	KMOX	St. Louis	19.3
2.	WKBN	Youngstwn	13.2
3.	KMJ	Fresno	10.3
4.	KGNC	Amarillo	9.7
5.	KIRO	Seattle	9.5
6.	KFBK	Sacramnto	9.4
7.	WSTV	Steubenvi	9.3
8.	WOC	Davenport	9.0
9.	WBAL	Baltimore	8.8
10.	KTAR	Phoenix	8.6
11.	WGN	Chicago	8.0
12.	KOH	Reno	7.6
13.	WIBX	Utica-rom	7.1
14.	WRKO	Boston	6.9
15.	KGO	Salinas	6.8
16.	WJNO	West Palm	6.7
17.	WNIR-F	Akron	6.4
18.	KCSJ	Pueblo	6.3
19.	WVOC	Columbia	6.2
	KOA	Denver	6.2
	KGO	San Fran	6.2
22.	WERC	Brmngham	6.1
	WGN	Rockford	6.1
24.	KCMO	Knsas Cty	5.8
	WGIR	Manchestr	5.8
	KYW	Philadelp	5.8
27.	WTAE	Pittsburg	5.7
	KSDO	SanDiego	5.7
29.	KXL	Prtlnd,OR	5.6
	WPRO	Providenc	5.6
31.	KARN	Little Rk	5.5
	KTOK	Oklahoma	5.5
33.	WWL	New Orlns	5.4
34.	WRTA	Altoona	5.2
	WKRG	Mobile	5.2
36.	KIDO	Boise	5.1
	KXLY	Spokane	5.1
	WWWE	Cleveland	5.1
39.	KLBJ	Austin	5.0
	KFI	Riverside	5.0

NOSTALGIA

1.	WEYZ	Erie	8.6
2.	WNOK	Evansvill	7.8
3.	WOKY	Milwaukee	7.6
4.	WKMC	Altoona	7.3
	WMMB	Melbourne	7.3
6.	KWTX	Waco	7.2
7.	WRDR-F	Atlantic	6.8
8.	KXTP	Duluth	6.5
9.	WROD	Dytna Bch	6.4
	WYSN-F	Johnstown	6.4
11.	WGUL-AF	TampaSt.P	6.1
12.	WNAM	Appleton	6.0
	WMAS	Springfie	6.0
14.	KRNT	Des moine	5.7
	WRMR	Cleveland	5.7
16.	KEEL	Shreveprt	5.6
17.	WMID	Atlantic	5.3
18.	WAVZ	New Haven	5.2
	WPEN	Philadelp	5.2
20.	KAQQ	Spokane	5.1

RELIGION/GOSPEL

1.	WDDO	Macon	7.0
2.	WDAC-F	Lancaster	6.8
3.	WOAD	Jackson	5.9
4.	KOKA	Shreveprt	5.7
5.	WEMM-F	Huntingtn	5.4
6.	WSTS-F	Faytville	4.8
7.	WFLT	Flint	4.6
8.	WLOK	Memphis	4.5
9.	WKZK	Augusta	4.2
	WAGG	Brmngham	4.2
11.	WDJC-F	Brmngham	3.8
12.	WAPZ	Montgomer	3.7
	WBOK	New Orlns	3.7
14.	WMJC	Duluth	3.4
15.	WQFL-F	Rockford	3.3
16.	WIDU	Faytville	3.0
17.	WCGL	Jacksnvle	2.9
	WJYP-F	Chrlston	2.9
	WBGR	Baltimore	2.9
20.	KLRG	Little Rk	2.8
	WAOK	Atlanta	2.8
22.	WPCE	Norfolk	2.6
23.	WQIZ	Chrlston	2.5
	WFRN-F	South Bnd	2.5
25.	WWIL	Wilmingtn	2.4
	WSVE	Jacksnvle	2.4
	WZTN	Montgomer	2.4
	WVFJ-F	Columbus	2.4
	WLUX	Btn Rouge	2.4
	WYLD	New Orlns	2.4
	WBLX	Mobile	2.4
	KLTY-F	Dallas-FW	2.4
33.	WDUR	Raleigh	2.3
34.	WNDA-F	Huntsvill	2.2
	KUYO	Casper	2.2
	WOLC-F	Salisbury	2.2
	KDAR-F	Oxnard-ve	2.2
38.	WTGH	Columbia	2.1
39.	WMGO	Jackson	2.0
	WFUR-F	Gr Rapids	2.0

SPANISH

1.	KGBT	MC-BROWN	14.6
2.	KIWW-F	MC-BROWN	9.2
3.	KUNO	Corpus Ch	7.9
4.	KAFY	Bkrsfield	6.7
5.	KQXX-F	MC-BROWN	6.6
6.	KBNA-AF	El paso	6.5
	WAQI	Miami-Ft.	6.5
8.	KAMA	El paso	6.2
9.	KLOC	Modesto	6.1
10.	KTRO	Oxnard-ve	5.4
11.	KCOR	San anton	5.2
12.	KWAC	Bkrsfield	5.1
13.	KCCT	Corpus Ch	4.6
14.	WQBA	Miami-Ft.	4.2
15.	KRMX	Pueblo	4.0

CLASSICAL

1.	KLEF-F	Anchorage	6.3
2.	KBOQ-F	Salinas	4.1
3.	WQRS-F	Ann Arbor	3.6
4.	WGMS-F	Washingtn	3.3
5.	WFLN-F	Philadelp	3.1
6.	KFSD-F	SanDiego	3.0
7.	KVOD-F	Denver	2.8
8.	KING-F	Seattle	2.7
9.	KDFC-AF	San Fran	2.6
10.	KHFM-F	Albuquerq	2.4
	WRR -F	Dallas-FW	2.4
12.	WFMR-F	Milwaukee	2.3
	WTMI-F	Miami-Ft.	2.3
	KKHI-AF	San Fran	2.3
15.	KXTR-F	Knsas Cty	2.2
	WQRS-F	Detroit	2.2
17.	WFLN-F	Wilmingto	2.1
18.	WPKM-F	Prtlnd,ME	1.9
	KFUO-F	St. Louis	1.9
20.	WQXR-F	NewYork	1.8
21.	WCLV-F	Cleveland	1.7
22.	KONC-F	Phoenix	1.6
	KIWI-F	Bkrsfield	1.6
	WCRB-F	Boston	1.6
	WNCN-F	NewYork	1.6
26.	WSLT-F	Atlantic	1.5
	WFMT-F	Chicago	1.5

JAZZ/NEW AGE

1.	KNIK-F	Anchorage	4.6
2.	WJZZ-F	Detroit	4.0
	KIFM-F	SanDiego	4.0
4.	KROI-F	Reno	3.9
5.	KLSK-F	Albuquerq	3.6
	WHVE-F	Sarasota	3.6
7.	WCLZ-F	Prtlnd,ME	3.5
	WLOQ-F	Orlando	3.5
9.	WNND-F	Raleigh	3.4
10.	KQPT-F	Sacramnto	3.2
11.	KOAI-F	Dallas-FW	3.1
	KTWV-F	Los Angel	3.1
13.	KEYF-F	Spokane	3.0
	KEYV-F	Las Vegas	3.0
	WHVE-F	TampaSt.P	3.0
16.	KTWV-F	Riverside	2.9
17.	KEZL-F	Fresno	2.6
	WNUA-F	Chicago	2.6
19.	WJZZ-F	Ann Arbor	2.5
20.	KHIH-F	Denver	2.4
	KKSF-F	San Fran	2.4
22.	KHHH-F	Honolulu	2.3
	WQCD-F	NewYork	2.3
24.	KGSR-F	Austin	2.2
	WYBC-F	New Haven	2.2
	KLRS-F	Salinas	2.2
	KTWV-F	Oxnard-ve	2.2
28.	WHVE-F	Lakeland	2.0

MARKETS WITH HIGHEST AND LOWEST PERCENTAGE OF FM LISTENING*

	HIGHEST			LOWEST	
1.	Lancaster	94.36%	1.	Asheville	59.46%
2.	Greenville, NC	94.04%	2.	Appleton-Oshkosh	61.82%
3.	Huntington, WV	91.34%	3.	Bloomington	61.90%
4.	Lakeland	90.77%	4.	San Francisco	62.38%
5.	Pensacola	90.12%	5.	Stockton	62.65%
6.	Greenville-Spartanburg	89.10%	6.	Sioux Falls	62.65%
7.	Knoxville	88.82%	7.	Duluth	62.69%
8.	Charlotte	88.67%	8.	Altoona	63.19%
9.	Salisbury-Oc, MD	88.49%	9.	Bridgeport	64.15%
10.	Augusta	88.43%	10.	Bakersfield	64.61%

* FM share of total listening, 12+ Metro, 1/4 Hour AVG, Broadcast Week.

MARKETS WITH HIGHEST AND LOWEST APR'S**

	HIGHEST			LOWEST	
1.	Fargo	19.9	1.	Eugene	14.6
2.	Saginaw-Bay City-Midland	19.8		Wichita	14.6
3.	Miami-Ft. Lauderdale	19.7	3.	Waterloo-Cedar Falls	14.8
4.	New York	19.6	4.	John City-Kingsport	15.2
5.	Philadelphia	19.5		Springfield, MO	15.2
6.	Palm Springs, CA	19.3	6.	Cedar Rapids	15.3
7.	Mcallen-Brownsville	19.2		Raleigh	15.3
8.	El Paso	19.1	8.	Ann Arbor	15.5
9.	Riverside-San Bernardino	18.9		Melbourne-Titusville-Cocoa	15.5
	Chicago	18.9		Dayton	15.5

** The APR shows the average percentage of the 12+ population which is using the radio (Mon-Sun, 6A-MID). The figure is comparable to television's PVT (Persons Viewing Television).

MEAN APR FOR ALL RATED MARKETS

SPG 90 17.24

SPG 89	17.53	SPG 82	16.04
SPG 88	16.47	SPG 81	15.42
SPG 87	16.73	A/M 80	15.42
SPG 86	17.10	A/M 79	15.62
SPG 85	17.32	A/M 78	15.42
SPG 84	17.50	A/M 77	15.40
SPG 83	17.33	A/M 76	15.74

MARKETS WITH HIGHEST PERCENTAGE OF BELOW-THE-LINE LISTENING***

1.	Monmouth-Ocean	67.7%	11.	Riverside-San Bernardino	50.3%
2.	Ann Arbor	62.3%	12.	New Haven	47.8%
3.	Melbourne-Titusville-Cocoa	62.3%	13.	Portsmouth-Dover-Rochester,nh	47.1%
4.	Steubenville	60.2%	14.	Manchester	45.2%
5.	Wilmington, DE	59.3%	15.	Canton	44.5%
6.	Stockton	55.0%	16.	Sarasota-Bradenton	44.2%
7.	Bridgeport	54.7%	17.	Worcester	43.6%
8.	Akron	52.8%	18.	Oxnard-Ventura	41.2%
9.	Lakeland	52.5%	19.	Lancaster	40.4%
10.	Daytona Beach	50.7%	20.	Pueblo	40.3%

*** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing total listening to stations listed below the line (stations outside the market's metro) by total listening to all stations.

MARKETS WITH HIGHEST PERCENTAGE OF LISTENING TO NON-LISTED STATIONS****

1.	Ann Arbor	27.4%	10.	Casper	18.5%
2.	Salisbury-Oc, MD	23.8%	11.	Bloomington	18.3%
3.	Tallahassee	21.6%	12.	Eugene	18.3%
4.	Stockton	21.2%	13.	Steubenville	18.1%
5.	Sioux Falls	20.6%	14.	Jacksonville	18.0%
6.	Waco	20.4%	15.	Sarasota-Bradenton	17.8%
7.	Waterloo-Cedar Falls	20.0%	16.	Austin	17.7%
8.	Kalamazoo	19.7%	17.	Las Vegas	17.7%
9.	Raleigh	19.2%	18.	Lancaster	17.5%

**** Based on 12+ Metro, 1/4 HR AVG, Broadcast Week. Calculated by dividing listening to non-listed stations by total listening to all radio stations. A large part of the non-listed listening is probably to public and non-commercial stations. Other listening to distant stations (clears). Other listening will be to local commercial stations which do not qualify for listing in the rating book. The importance of this table (and the table) above) is that this is listening that is not going to local commercial outlets. This affects CPM's and the effectiveness of local radio.

STATION FORMAT AND FORMAT LISTENERSHIP*

	AM	FM	TOTAL	%
AC/OLDIES/SOFT ROCK	242,500 (142)	4,046,100 (473)	4,288,600 (615)	18.58
TOP 40/CHR/CONTEMP	22,900 (21)	3,444,200 (289)	3,467,100 (310)	15.02
AOR/CLASSIC	41,900 (23)	3,064,000 (269)	3,105,900 (292)	13.45
COUNTRY	390,000 (178)	2,158,200 (260)	2,548,200 (438)	11.04
NEWS/TALK	2,251,200 (173)	36,400 (3)	2,287,600 (176)	9.91
BLACK/URBAN	388,700 (93)	1,681,400 (93)	2,070,100 (186)	8.97
BEAUTIFUL/EASY	80,200 (27)	1,349,700 (124)	1,429,900 (151)	6.19
MOR/VARIETY	1,012,200 (155)	8,900 (5)	1,021,100 (160)	4.42
SPANISH	523,400 (80)	263,800 (28)	787,200 (108)	3.41
NOSTALGIA	677,200 (127)	73,500 (12)	750,700 (139)	3.25
RELIGION/GOSPEL	305,400 (162)	176,800 (71)	482,200 (233)	2.09
CLASSICAL	13,300 (7)	362,600 (33)	375,900 (40)	1.63
JAZZ/NEW AGE	10,400 (4)	363,200 (43)	373,600 (47)	1.62
UNKNOWN/OTHERS	73,200 (45)	23,400 (22)	96,600 (67)	0.42
	6,032,500 (1237)	17,052,200 (1725)	23,084,700 (2962)	

* Based on 12+ Metro, 1.4 HR AVG, Broadcast Week. Every station reported in the metro is included. Simulcast facilities count as two stations. Figures in paranthesis are the number if stations programming that format. FIGURES NOT IN 100's.

FORMAT PERCENTAGES - AM AND FM BANDS - FORMAT SHARE TRENDS

	AM	FM	COMBINED	SPG 89	SPG 88	SPG 87	SPG 86	SPG 85	SPG 84	SPG 83	SPG 82
AC/OLDIES/SOFT ROCK	4.02%	23.73%	18.58%	18.59%	17.76%	16.84%	16.16%	15.91%	13.62%	11.65%	-
TOP 40/CHR/CONTEMP	0.38%	20.20%	15.02%	16.00%	14.63%	15.55%	14.96%	17.74%	16.87%	-	-
AOR/CLASSIC	0.69%	17.97%	13.45%	12.88%	12.80%	12.54%	14.13%	10.71%	10.76%	-	-
COUNTRY	6.46%	12.66%	11.04%	10.82%	10.73%	10.66%	10.89%	11.19%	11.79%	12.63%	12.57%
NEWS/TALK	37.32%	0.21%	9.91%	10.01%	9.75%	8.93%	8.68%	8.77%	8.61%	9.32%	9.35%
BLACK/URBAN	6.44%	9.86%	8.97%	8.35%	10.33%	10.38%	9.73%	8.53%	10.12%	10.52%	11.67%
BEAUTIFUL/EASY	1.33%	7.92%	6.19%	7.22%	7.67%	8.37%	8.85%	10.05%	11.02%	11.30%	11.76%
MOR/VARIETY	16.78%	0.05%	4.42%	4.59%	5.27%	6.39%	6.56%	7.02%	7.31%	7.60%	-
SPANISH	8.68%	1.55%	3.41%	2.88%	3.12%	2.81%	2.66%	2.31%	2.56%	2.32%	2.29%
NOSTALGIA	11.23%	0.43%	3.25%	3.04%	2.88%	3.17%	3.74%	4.02%	4.13%	4.56%	3.63%
RELIGION/GOSPEL	5.06%	1.04%	2.09%	1.84%	1.91%	1.65%	1.77%	2.00%	1.76%	1.64%	1.44%
CLASSICAL	0.22%	2.13%	1.63%	1.48%	1.32%	1.41%	1.31%	1.37%	1.20%	1.39%	1.25%
JAZZ/NEW AGE	0.17%	2.13%	1.62%	1.71%	1.28%	0.87%	-	-	-	-	-
UNKNOWN/OTHERS	1.21%	0.14%	0.42%	0.60%	0.55%	0.43%	0.56%	0.38%	0.24%	0.42%	0.41%

CHANGES SINCE SPRING 1989

	Changes in Format Share			Change in 1/4 HR Totals	Change in # of Stations (90 vs. 89)
	Since 1989	Since 1985	Since 1980		
AC/OLDIES/SOFT ROCK	- 0.2%	+ 16.6%	NA	- 1.2%	+36 (+ 6.2%)
TOP 40/CHR/CONTEMP	- 6.2%	- 15.4%	NA	- 7.1%	- 4 (- 1.3%)
AOR/CLASSIC	+ 4.3%	+ 25.5%	NA	+ 3.3%	+20 (+ 7.4%)
COUNTRY	+ 1.9%	- 1.4%	+ 7.5%	+ 0.9%	+ 2 (+ 0.5%)
NEWS/TALK	- 1.1%	+ 12.9%	+ 2.3%	- 2.1%	+13 (+ 8.0%)
BLACK/URBAN	+ 7.3%	+ 5.0%	+ 0.9%	+ 6.3%	- 7 (- 3.6%)
BEAUTIFUL/EASY	- 14.3%	- 38.5%	- 36.1%	-15.2%	-11 (- 6.8%)
MOR/VARIETY	- 3.7%	- 37.0%	NA	- 4.7%	-21 (-11.6%)
SPANISH	+ 18.4%	+ 47.6%	+ 68.8%	+17.1%	+ 4 (+ 3.8%)
NOSTALGIA	+ 6.9%	- 19.2%	+408.0%	+ 5.7%	+ 7 (+ 5.3%)
RELIGION/GOSPEL	+ 13.5%	+ 4.5%	+ 68.5%	+12.6%	- 4 (- 1.7%)
CLASSICAL	+ 10.1%	+ 19.0%	+ 28.3%	+ 8.9%	+ 1 (+ 2.6%)
JAZZ/NEW AGE	- 5.3%	NA	NA	- 6.4%	+ 1 (+ 2.2%)
UNKNOWN/OTHERS	- 11.7%	- 26.4%	+ 26.4%	-12.9%	-15 (-15.6%)

BEST MARKETS FOR VARIOUS FORMATS

TOP 40/CHR/CONTEMP

(National Average: 15.00%)

1.	Waterloo-Cedar	37.5%
2.	Casper	36.0%
3.	Erie	34.4%
4.	John City-Kings	31.0%
5.	Lafayette, LA	30.3%
6.	Bloomington	29.9%
7.	Billings	28.6%
8.	Green Bay	28.5%
9.	South Bend	28.4%
10.	Kalamazoo	28.3%

AOR/CLASSIC

(National Average: 13.44%)

1.	Portsmouth-Dove	26.1%
2.	Denver	25.6%
3.	Lincoln	25.6%
4.	Manchester	25.1%
5.	Ann Arbor	23.5%
6.	Worcester	23.3%
7.	Eugene	22.8%
8.	Anchorage	22.7%
9.	Salt Lake City	22.0%
10.	San Diego	22.0%

AC/OLDIES/SOFT ROCK

(National Average: 18.56%)

1.	Sioux Falls	43.4%
2.	Johnstown	39.5%
3.	Utica-Rome	30.4%
4.	Wheeling	29.8%
5.	Minneapolis-St.	29.4%
6.	Wilmington, NC	28.4%
7.	Rochester	28.4%
8.	Bridgeport	28.3%
9.	Jacksonville	27.8%
10.	Melbourne-Titus	27.5%

MOR/VARIETY

(National Average: 4.42%)

1.	Bloomington	32.0%
2.	Evansville	22.5%
3.	Lincoln	22.1%
4.	Hartford	22.1%
5.	Ann Arbor	20.8%
6.	Cedar Rapids	19.1%
7.	Cincinnati	18.8%
8.	Minneapolis-St.	18.8%
9.	Bridgeport	18.8%
10.	Binghamton	18.2%

COUNTRY

(National Average: 11.03%)

1.	Waco	44.1%
2.	Huntington, WV	39.9%
3.	John City-Kings	39.3%
4.	Asheville	38.3%
5.	Springfield, MO	36.9%
6.	Knoxville	36.8%
7.	Beaumont	35.3%
8.	Terre Haute	34.6%
9.	Lubbock	34.1%
10.	Waterloo-Cedar	34.0%

BLACK/URBAN

(National Average: 8.96%)

1.	Columbus, GA	35.2%
2.	Savannah	34.7%
3.	Montgomery	33.3%
4.	Memphis	32.9%
5.	Charleston, SC	28.9%
6.	Tallahassee	28.5%
7.	Mobile	27.9%
8.	Shreveport	27.8%
9.	Jackson	26.6%
10.	Fayetteville, N	26.5%

BEAUTIFUL/EASY

(National Average: 6.19%)

1.	Manchester	25.5%
2.	Sarasota-Braden	23.2%
3.	Casper	21.3%
4.	West Palm Beach	19.1%
5.	Daytona Beach	18.1%
6.	Canton	17.7%
7.	Lancaster	17.6%
8.	Allentown-Bethl	17.4%
9.	Worcester	16.2%
10.	Salisbury-Oc, M	16.2%

NEWS/TALK

(National Average: 9.90%)

1.	Chicago	22.5%
2.	St. Louis	21.5%
3.	Youngstown	21.2%
4.	New York	19.7%
5.	Philadelphia	16.3%
6.	Boston	15.9%
7.	West Palm Beach	15.1%
8.	Baltimore	14.4%
9.	Providence	14.3%
10.	Sacramento	14.3%

NOSTALGIA

(National Average: 3.25%)

1.	Atlantic City	14.4%
2.	Tampa-St. Peter	12.3%
3.	Wilkes Barre-SC	11.9%
4.	Sarasota-Braden	11.6%
5.	Evansville	10.5%
6.	Erie	10.0%
7.	Tucson	9.9%
8.	Appleton-Oshkos	9.6%
9.	Waco	9.0%
10.	Terre Haute	8.7%

RELIGION/GOSPEL

(National Average: 2.09%)

1.	Birmingham	10.4%
2.	Jackson	10.2%
3.	Memphis	10.2%
4.	Macon	9.8%
5.	Fayetteville, N	8.8%
6.	Lancaster	8.2%
7.	Huntington, WV	7.6%
8.	New Orleans	7.5%
9.	Shreveport	7.2%
10.	Montgomery	7.0%

SPANISH

(National Average: 3.41%)

1.	Mcallen-Brownsv	47.2%
2.	Miami-Ft. Laude	23.2%
3.	El Paso	21.4%
4.	Corpus Christi	20.1%
5.	San Antonio	14.9%
6.	Bakersfield	14.8%
7.	Los Angeles	14.1%
8.	Oxnard-Ventura	13.8%
9.	Stockton	10.9%
10.	Salinas-Montere	8.7%

CLASSICAL

(National Average: 1.63%)

1.	Anchorage	7.1%
2.	San Francisco	5.5%
3.	Salinas-Montere	5.3%
4.	Ann Arbor	5.0%
5.	Washington	4.0%
6.	New York	3.8%
7.	Philadelphia	3.5%
8.	San Diego	3.2%
9.	Denver	3.2%
10.	Seattle-Tacoma	3.1%

JAZZ/NEW AGE

(National Average: 1.62%)

1.	San Francisco	6.1%
2.	Ann Arbor	5.8%
3.	Anchorage	5.2%
4.	Riverside-San B	4.7%
5.	Detroit	4.4%
6.	Sarasota-Braden	4.4%
7.	San Diego	4.3%
8.	Raleigh	4.2%
9.	Reno	4.2%
10.	Portland, ME	4.2%

SECTION B

INDIVIDUAL MARKET REPORTS

NOTE: Following these definition pages the Individual Market Reports can be found in alphabetical order.

DEFINITIONS, CLARIFICATIONS AND EXPLANATIONS

NOTE: Even long-term subscribers should read these pages very carefully. There have been numerous changes and additions to American Radio. It will greatly increase your understanding of the Individual Market Reports if you are familiar with the systems and methodologies used.

The best way to explain and Individual Market Report is to go through it section by section. We will use an imaginary market and will start with the top of the market report on the far left.

Arbitron Rank/Pop (12+): 49/512,000
MSA Rank/Pop: 44/601,000
ADI #50
Average Person Rating: 18.4
Market TSL: 24.5 hours

The Arbitron rank is the 12+ population of the Arbitron metro survey area. The rank number (49 in this case) is the ranking among the 270 Arbitron Standard radio markets.

The MSA (metropolitan Statistical Area) rank is shown along with the total estimated population. Where the market has been split into two or more MSA's all of the MSA's are listed.

The Arbitron ADI ranking can be found directly below the MSA rank.

The ARP is the Average Person Rating. The ARP indicated the percentage of the 12+ population which is using radio from 6 am-midnight, Mon-Sun (the Broadcast Week). The ARP is roughly comparable to television's Persons Viewing Television (PVT) figures.

The market TSL shows the "Time Spent Listening" by the average radio listener in the market. In this case, the average listener spends 24.5 hours listening to radio.

Stations: 27/20
Diaries: 701/730:1/53.5%
Sample Target: 647
% Below Line: 3.3
% Not Listed: 8.6

There were 27 stations listed in the rating book for this market. Of those 27 a total of 20 stations were listed above the line (home to Arbitron metro). Thus a total of seven stations were licensed to cities outside of the metro, but they still qualified for inclusion in the rating book. You should be aware that some stations now appear above the line by virtue of its chosen home city of identification rather than by its FCC authorized city of license.

The information on the "Diaries" is a bit complex, but it is all very important:

1st figure: 701 - the number of usable (in-tab) diaries returned from the market's metro

2nd figure: 730 - in the metro there was one diary returned for every 730 people 12+

3rd figure: 53.5% - total returned (in-tab) diaries expressed as a percentage of the total individuals who were sent a diary.

The sample target shows a number of in-tab diaries designated for the metro. This is basically Arbitron's goal for returned diaries. Remember that this number represents total diaries and does not necessarily refer to any individual demo. It is not a percentage of total people contacted. It is a percentage of total people sent diaries.

The % below line figure indicated the percentage of total radio listening earned by below the line stations.

This figure would reflect listening to distant stations, non-commercial and public stations, and local stations which did not have enough audience to qualify for listing in the book.

This figure along with the "% Below the Line" figures indicate how much listening in the market is not available to the local commercial stations. This could have an affect on CPM's and also the effectiveness and salability of local radio.

Est. 1989 Revenue: $14,500,000
HH Income: $25,700
Retail $: 3.5 Bil
Pop Per Station: 25,600
#1 Biller: WAAA $2,000,000

The revenue estimates are based upon calculations made in the 1990 edition of Duncan's Radio Market Guide. The figures are gross and they do not include trades.

HH Income means Consumer Spendable Income per household. This market's estimate is $25,700.

Total retail sales in the market are estimated at 3.5 billion dollars.

The data comes from Sales & Marketing Management and they are dated 1 October, 1989.

The population per Station shows the number of people (12+) per metro area radio station. The figure is calculated by dividing 12+ metro population by the number of "above-the-line" stations.

The #1 Biller shows the station I believe is the leading biller in the market and its estimated 1988 gross revenue. This data is extracted from the 1989 edition of Duncan's Radio Market Guide.

12+METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPR 89	4 BOOK AVG.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	BIRCH SHARE	BURCH AQH	BIRCH CUME
1. WAAA-F (AC)	513/10.0	8.1	9.3	8.1	7.5	8.9	527/6596	6262/20.4	19.6	1689	7.8	457	4209

All of the figures in this section are based upon the Broadcast Week (Mon-Sun, 6 am-midnight). The audience figures are in hundreds. The ratings and shares are always percentages.

Next to the station's calls is a format code. The legend for this code is as follows:

CHR - Contemporary Hit Radio, Top 40, Contemporary
AC - Adult Contemporary
O - Oldies (1955 to 1987)
B - Black (audience predominatly black -- over 75%)
U - Urban (majority of audience is non-white although a large segment is white)
EZ - Easy Listening, Beautiful Music
AOR - Album Oriented Rock, also includes Classic Rock
CL - Classical
C - Country
T - Talk
N - News
SP - Hispanic/Spanish
BB - Big Band/Nostalgia
M - Middle of the Road (MOR), Full Service, Variety
J/NA - Jazz, New Age
R - Religion, Christian, Christian Music
G - Gospel
E - Ethnic
?? - Other, Unknown
SAC - Soft Adult Contemporary

Then reading from left to right: WAAA has 51,300 listeners per quarter hour in the metro. This earns the station 10.0% share of audience during the latest rating period. Historical shares follow along with a four-book average for those markets with quarterly measurement.

Next is the TSA 1/4 Hour Average and Weekly cume. Then the Metro Cume and Cume Rating is shown. WAAA's cume rating is 20.4%. This means that 20.4% of this market's population (12+) listens to WAAA for five minutes or more during a given week. Historical cume ratings follow.

Next is the Latest Birch audience data for each station.

12+ METRO SHARE (METRO): 76.96% (3732 of 4849) (Spr. 89: 76.10%)

These figures show how well FM radio is doing in the market--at least as far as listening levels are concerned. To calculate these figures I simply added up the Mon-Sun, 6 am-midnight, quarter hour numbers of all listed stations and divided it into the total numbers for the FM stations. There is, of course, listening to stations which do not qualify for a listing in the Arbitron report for the market. However, by definition this amount is small and it should not significantly affect the percentages.

DEMOGRAPHIC AND DAYPART RANKINGS

Directly below the FM Share figures are 21 demo and daypart rankings. The number of stations listed depends upon the size of the market. I am not allowed to print actual ratings figures per my agreement with Arbitron. All of these rankings are based on 1/4 HR. AVG. The criteria for the rankings is as follows:

TEENS: Ages 12-17, Mon-Sun, 6A-MID, Metro
18-34: Adults 18-34, Mon-Sun, 6A-MID, Metro
18-49: Adults 18-49, Mon-Sun, 6A-MID, Metro
25-49: Adults 25-49, Mon-Sun, 6A-MID, Metro
25-54: Adults 25-54, Mon-Sun, 6A-MID, Metro
35+ : Adults 35+, Mon-Sun, 6A-MID, Metro
12+ AMD: Total persons, 12+, Mon-Fri, Metro, 6A-MID
12+ MID: Total persons, 12+, Mon-Fri, Metro, 10A-3P
12+ PMD: Total persons, 12+, Mon-Fri, Metro, 3P-7P
12+ EVE: Total persons, 12+, Mon-Fri, Metro, 7P-MID
OVERNIGHT: Total persons, 12+, Mon-Sun, 12MID-6A

WOM 18-24: Women 18-24, Mon-Sun, 6A-MID, Metro
WOM 18-34: Women 18-34, Mon-Sun, 6A-MID, Metro
WOM 18-49: Women 18-49, Mon-Sun, 6A-MID, Metro
WOM 25-34: Women 25-34, Mon-Sun, 6A-MID, Metro
WOM 25-54: Women 25-54, Mon-Sun, 6A-MID, Metro

MEN 18-24: Men 18-24, Mon-Sun, 6A-MID, Metro
MEN 18-34: Men 18-34, Mon-Sun, 6A-MID, Metro
MEN 18-49: Men 18-49, Mon-Sun, 6A-MID, Metro
MEN 25-34: Men 25-34, Mon-Sun, 6A-MID, Metro
MEN 25-54: Men 25-54, Mon-Sun, 6A-MID, Metro

NOTE: If a station's call letters are followed by a > symbol it means there is a very large difference between that station and the station following it in the ranking. The >> means that there is a huge difference between the marked station and the next ranked station. The difference is around 10 share points or the marked station has twice as much audience. Conversely, the < symbol means that the two ranked stations are very close in share.

FORMATS	AM	FM	TOTAL	%	SPR 89 %
Country	153 (3)	176 (2)	329 (5)	13.9	14.1

This table is based on the broadcast week, 1/4 Hour Average, 12+ Metro. The table includes every format in the market and every station which shows up in the market's metro. In this market there are 15,300 people listening to 3 different AM stations programming country music. The FM figures are added to the AM to show a total for the market. 13.9% of radio listening in this market is devoted to stations programming country music.

The "Other Rated Stations" section includes all stations not listed on the 12+ METRO 1/4/SHARE column at the top of the individual market report. The city of license, 12+ metro share and 12+ cume rating is listed as well as the station's frequency.

CAPSULE STATION DESCRIPTIONS

WAAA-F, 92.5, 50 KW @ 500, CHR ABC-C, $ 73.00 (Torbet) XYZ Group Thomas Duncan

I have greatly expanded the number of stations in each market which qualify for a capsule description. Now, nearly every station in the metro is included.

Our sample station, WAAA-F, has a frequency of 92.5. Its power is 50 KW and its Height Above Average Terrain (HAAT) is 500 feet. It is unfortunate but true that some stations attempt to deceive advertisers about their power and HAAT. I think I have found the true facilities' data for these stations. However, a few may have slipped by me. If you see any incorrect figures, please let me know.

For AM stations, night power is listed if it differs from day power. Directionality is indicated as follows:

DA, DAYS	- Directional daytimer
DA-1	- Directional day and night - 1 pattern
DA-2	- Directional day and night - 2 patterns
DA-N	- Directional at night only
DA-D	- Directional during the day only

WAAA-F programs a CHR format.

Next is the station's network affiliation if it has one:

ABC-C	ABC	Contemporary	APR	Associated Press Radio
ABC-D	ABC	Direction	CBS	CBS
ABC-I	ABC	Information	CBS-R	CBS Radio Radio
ABC-F	ABC	FM	MBS	Mutual
ABC-E	ABC	Entertainment	NBC	NBC
ABC-R	ABC	Rock	NBC-T	NBC Talk
ABC-T	ABC	Talk	Source	NBC Source
NBN	National Black		UNISUP	Unistar (Super)
SBN	Sheridan		UNIULT	Unistar (Ultimate)
UPI	United Press International		UNIPWR	Unistar (Power)
Trans	Transtar		SMN	Satellite Music Network
RADRAD	CBS RadioRadio Network		SBN	Sheridan Broadcasting Network
SUN	Sun Radio Network		UPI	United Press International

Spot rates are now calculated in just one way: my estimate of each station's average unit rate. The unit rate estimate is what I project is the average rate for all spots run on the station. This estimate is usually derived by taking the station's gross billings and working backwards with a formula based on spots per hour, the percentage of inventory sold and other factors.

Following the spot rate, the station's national representative can be found in the parenthesis. Next is the group ownership if there is any. Finally, in the Spring edition only, the name of the station's general manager.

On the two-page market reports, four additional listings an be found directly below the capsule descriptions. They are:

CALL LETTER CHANGES:	The old calls and new calls for stations which have changed calls since the last issue of American Radio. The date of the change is listed if it is available.
FORMAT CHANGES:	This table should probably be called "major format changes." It is nearly impossible to track down every subtle change in format for every station. I hope to list the major changes at major stations since the previous edition of American Radio.
STATION SALES:	This section lists the proposed sales in each market. These sales do not necessarily close. If I know the brokers involved, they are also listed. In some cases, I had to estimate the sale price.
MISCELLANEOUS COMMENTS:	These are various comments and observations which come to my mind as I process the data for each market.

NOTE: On other market reports which do not have two pages of data, this same information can be found under the heading of "Miscellaneous Comments."

AKRON

Arbitron Rank/Pop (12+): 68/537,500

MSA Rank/Pop: 77/649,500
Cleveland ADI
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 25/7
Diaries: 1034/520:1/59.1%
Sample Target: 930
% Below Line: 52.8
% Not Listed: 13.9

1989 Revenue: $13,300,000
HH Inc.: $32,062
Retail $: 4.0 Bil
Pop per Station: 76,785
#1 Biller: WKDD-F $3,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKDD-F	(CHR)	72/ 7.5	8.7	9.1	8.4	11.3	----	140/2214	1192/22.2	23.4	22.0		10.4	97	1085	WKDD-F
2. WNIR-F	(T)	62/ 6.4	7.4	5.3	6.9	6.7	----	82/870	658/12.2	12.2	11.8		5.9	55	565	WNIR-F
3. WONE-F	(AOR)	60/ 6.2	5.5	7.3	6.6	6.8	----	101/1388	788/14.7	14.5	14.0		8.2	77	961	WONE-F
4. WMJI-F	(AC)	53/ 5.5	4.9	4.6	4.6	6.5	----	87/1244	681/12.7	13.4	14.0		4.7	44	655	WMJI-F
5. WDOK-F	(SAC)	52/ 5.4	6.2	4.5	3.8	4.4	----	80/1166	732/13.6	14.0	11.6		3.1	29	559	WDOK-F
6. WMMS-F	(AOR)	51/ 5.3	5.0	5.8	8.7	8.6	----	88/1290	773/14.4	17.1	18.1		4.5	42	735	WMMS-F
7. WLTF-F	(AC)	49/ 5.1	4.8	6.1	4.2	4.7	----	87/1270	780/14.5	13.9	13.9		4.9	46	715	WLTF-F
8. WGAR-F	(C)	47/ 4.9	5.0	2.6	3.7	2.9	----	76/956	598/11.1	11.5	7.9		5.2	49	540	WGAR-F
9. WQMX-F	(AC)	46/ 4.8	4.2	3.4	2.5	3.2	----	77/858	495/ 9.2	10.0	7.6		2.5	23	335	WQMX-F
10. WAKR	(MOR)	40/ 4.2	6.3	5.6	6.7	7.5	----	46/1037	908/16.9	18.6	18.6		5.0	47	816	WAKR
11. WPHR-F	(CHR)	36/ 3.7	4.4	5.6	2.9	1.9	----	53/1120	774/14.4	14.0	16.2		7.4	69	878	WPHR-F
12. WNCX-F	(CL AOR)	29/ 3.0	2.1	2.9	2.2	2.3	----	48/985	509/ 9.5	9.2	9.6		4.1	38	566	WNCX-F
13. WZAK-F	(B)	26/ 2.7	3.6	1.4	2.4	2.4	----	35/438	309/ 5.7	7.9	3.9		6.6	62	596	WZAK-F
WQAL-F	(EZ)	26/ 2.7	2.9	3.2	2.9	2.3	----	36/552	382/ 7.1	7.1	7.4		1.2	11	253	WQAL-F
WHBC-F	(EZ)	26/ 2.7	3.3	4.1	3.6	1.2	----	121/1213	391/ 7.3	7.3	6.7		1.8	17	267	WHBC-F
16. WWWE	(N/T)	24/ 2.5	2.8	2.4	3.1	3.4	----	43/812	530/ 9.9	9.6	10.6		2.0	19	602	WWWE
WSLR	(C)	24/ 2.5	2.4	2.5	3.4	2.6	----	26/362	277/ 5.2	7.2	6.5		1.9	18	292	WSLR
18.																
19.																
20.																

12+ FM SHARE (METRO): 83.35% (691 of 829) (SPG 89: 82.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>	1 WKDD-F<	1 WKDD-F	1 WMMS-F WMJI-F	1 WMJI-F<	1 WNIR-F>	1 WKDD-F<	1 WNIR-F	1 WKDD-F>	1 WONE-F>	1 WNIR-F>
2 WKDD-F>>	2 WONE-F>	2 WONE-F		2 WMMS-F	2 WMJI-F<	2 WAKR <	2 WKDD-F<	2 WONE-F	2 WKDD-F	2 WAKR
3	3 WNCX-F	3 WMMS-F	3 WONE-F<	3 WQMX-F<	3 WDOK-F<	3 WNIR-F	3 WDOK-F	3 WGAR-F<	3 WLTF-F<	3 WONE-F
4	4 WMMS-F	4 WMJI-F	4 WQMX-F	4 WDOK-F WONE-F	4 WAKR	4 WMJI-F	4 WQMX-F<	4 WMMS-F	4 WWWE <	4 WKDD-F<
5	5 WLTF-F WQMX-F	5 WLTF-F	5 WKDD-F<		5 WGAR-F	5 WMMS-F	5 WMMS-F WONE-F	5 WLTF-F WDOK-F WNIR-F	5 WPHR-F	5 WHBC-F
6		6	6 WDOK-F	6 WGAR-F WLTF-F	6	6 WONE-F			6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLTF-F WKDD-F>>	1 WKDD-F	1 WONE-F>	1 WLTF-F	1 WLTF-F	1 WKDD-F	1 WONE-F	1 WNCX-F>	1 WONE-F	1 WMJI-F
	2 WLTF-F	2 WMMS-F WKDD-F	2 WKDD-F	2 WDOK-F WQMX-F	2 WONE-F>>	2 WKDD-F	2 WONE-F>	2 WKDD-F	2 WMMS-F
3 WPHR-F	3 WONE-F>		3 WDOK-F WQMX-F		3 WPHR-F>	3 WNCX-F>	3 WGAR-F WQMX-F WKDD-F	3 WMJI-F<	3 WNCX-F
4 WDOK-F WONE-F	4 WMMS-F	4 WLTF-F WQMX-F		4 WKDD-F	4 WMMS-F WMJI-F	4 WMMS-F		4 WMMS-F	4 WONE-F
	5 WQMX-F		5 WMMS-F	5 WMMS-F WMJI-F		5 WGAR-F WQMX-F		5 WNCX-F	5 WGAR-F
6	6	6 WHLO	6 WONE-F		6 WDOK-F		6 WZAK-F WMMS-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		108 (2)	108 (2)	13.0	17.0
AOR/CLASSIC		154 (4)	154 (4)	18.6	20.0
AC/OLDIES/SOFT ROCK		200 (4)	200 (4)	24.1	21.3
MOR/VARIETY	40 (1)		40 (1)	4.8	6.8
COUNTRY	32 (2)	68 (2)	100 (4)	12.1	8.8
BLACK/URBAN		26 (1)	26 (1)	3.1	1.6
BEAUTIFUL/EASY		52 (2)	52 (2)	6.3	8.4
NEWS/TALK	27 (2)	62 (1)	89 (3)	10.7	9.8
NOSTALGIA	22 (1)		22 (1)	2.7	2.5
RELIGION/GOSPEL	17 (1)		17 (1)	2.1	1.3
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.1	1.3
JAZZ/NEW AGE		12 (1)	12 (1)	1.4	1.3
UNKNOWN/OTHERS					
	138 (7)	691 (18)	829 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHLO	640	Akron/Cleveland	1.8/3.8/ 22/ 412
WCLV-F	95.5	Cleveland	0.9/4.2/ 12/ 266
WGAR	1220	Cleveland	0.8/2.8/ 9/ 257
WHK	1420	Cleveland	0.3/1.3/ 4/ 95
WNWV-F	107.3	Elyria/Clevlnd	1.2/4.1/ 13/ 282
WQXK-F	105.1	Salem/Youngstwn	2.2/4.7/ 75/ 735
WRMR	850	Cleveland	2.3/5.5/ 33/ 489
WRQK-F	106.9	Canton/Akron	1.5/6.0/ 71/ 886

RADIO STATIONS

WAKR ,	1590,	5 KW (DA-N) ,	MOR/Full Service	MBS, $50.00	(Mc-Guild)	Ragan Henry	Fred Anthony
WHLO ,	640,	5 KW/500 W (DA-2),	Religion	ABC D, $14.00	(---)	Mortenson	Garry Meeks
WSLR ,	1350,	5 KW (DA-1) ,	Country	ABC E, $22.00	(Katz)	Barnstable	Dick Lumenello
WKDD-F,	96.5,	50 KW @ 441 ,	CHR	, $73.00	(Katz)	Barnstable	Dick Lumenello
WNIR-F,	100.1,	3 KW @ 328 ,	Talk	CBS, $40.00	(K & P)	(KENT)	Bill Klaus
WONE-F,	97.5,	12 KW @ 890 ,	AOR	ABC R, $52.00	(Mc-Guild)	Ragan Henry	Fred Anthony
WQMX-F,	94.0,	16 KW @ 878 ,	AC	, $35.00	(Banner)	(MEDINA)	Gordono Stenback

Other ranked stations -- see Canton or Cleveland

ALBANY-SCHENECTEDY-TROY

Arbitron Rank/Pop (12+): 54/723,900

MSA Rank/Pop: 60/853,600
ADI # 53
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 25/24
Diaries: 1150/629:1/58.5%
Sample Target: 1060
% Below Line: 0.8
% Not Listed: 15.2

1989 Revenue: $20,900,000
HH Inc.: $37,838
Retail $: 6.3 Bil
Pop per Station: 30,162
#1 Biller: WPYX-F $4,300,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGY	(MOR)	124/ 9.7	9.1	10.3	9.8	9.7	9.7	177/2395	1609/22.2	23.7	23.8		6.6	77	960	WGY
2. WROW-F	(EZ)	120/ 9.4	11.3	10.6	9.6	9.4	10.2	163/1581	1120/15.5	18.0	16.3		6.6	77	739	WROW-F
3. WPYX-F	(AOR)	113/ 8.9	7.1	7.8	8.3	10.2	8.0	191/2435	1564/21.6	21.6	23.6		11.9	139	1852	WPYX-F
WGNA-F	(C)	113/ 8.9	11.2	10.6	8.0	9.4	9.7	200/2154	1212/16.7	17.4	16.2		9.8	115	1063	WGNA-F
5. WKLI-F	(AC)	108/ 8.5	5.8	5.8	6.6	6.0	6.7	113/1415	1325/18.3	15.9	15.7		7.2	84	1022	WKLI-F
6. WFLY-F	(CHR) **	97/ 7.6	7.2	7.9	9.4	7.1	8.0	132/2233	1613/22.3	21.0	21.0		11.7	137	1743	WFLY-F
7. WGY -F	(CHR)	66/ 5.2	4.4	6.2	4.5	4.8	5.1	108/2187	1399/19.3	18.5	19.0		4.8	56	1215	WGY -F
8. WQBK-F	(CL AOR)	52/ 4.1	2.6	3.8	4.1	4.3	3.6	65/1108	998/13.8	11.4	12.9		5.6	65	1028	WQBK-F
9. WQBK	(T)	51/ 4.0	3.8	4.3	4.3	4.0	4.1	54/714	672/ 9.3	9.2	8.1		3.9	45	508	WQBK
10. WTRY	(O)	44/ 3.5	5.6	4.3	3.4	3.5	4.2	50/743	679/ 9.4	10.2	10.2		3.1	36	589	WTRY
11. WROW	(EZ)	34/ 2.7	2.1	1.7	2.1	2.7	2.2	36/605	491/ 6.8	5.2	7.9		0.7	8	213	WROW
12. WABY	(BB)	26/ 2.0	3.8	2.4	2.6	3.1	2.7	26/359	353/ 4.9	6.0	5.9		2.1	25	318	WABY
13. WVKZ-F	(AOR)	21/ 1.6	2.4	2.7	2.3	2.1	2.3	25/535	408/ 5.6	7.1	6.7		3.4	40	612	WVKZ-F
14. WPTR	(N/T)	17/ 1.3	1.1	1.7	1.4	1.0	1.4	19/460	428/ 5.9	8.3	5.2		1.1	13	313	WPTR
15. WCKL	(MOR)	16/ 1.3	0.9	0.6	0.5	0.4	0.8	18/123	113/ 1.6	1.6	1.1		0.5	6	103	WCKL

** STATION DETERMINED TO HAVE ENGAGED IN A SPECIAL STATION ACTIVITY

12+ FM SHARE (METRO): 69.44% (750 of 1080) (SPG 89: 70.35%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLY-F<	1 WPYX-F>	1 WPYX-F	1 WKLI-F>	1 WKLI-F>	1 WGY	1 WGY >	1 WPYX-F<	1 WROW-F<	1 WGY	1 WGY >
2 WGY -F>>	2 WFLY-F	2 WKLI-F>	2 WPYX-F	2 WGNA-F<	2 WROW-F>	2 WPYX-F	2 WKLI-F	2 WPYX-F	2 WFLY-F	2 WQBK >
3	3 WKLI-F	3 WGNA-F<	3 WGNA-F>	3 WPYX-F>	3 WGNA-F>	3 WROW-F	3 WROW-F	3 WGNA-F<	3 WGY -F	3 WROW-F
4	4 WQBK-F	4 WFLY-F>	4 WQBK-F<	4 WGY <	4 WKLI-F	4 WKLI-F<	4 WGNA-F>	4 WKLI-F	4 WGNA-F<	4 WPTR <
5	WGNA-F	5 WQBK-F	5 WGY <	5 WROW-F	5 WQBK	5 WGNA-F	5 WFLY-F<	5 WFLY-F	5 WROW-F>	5 WGNA-F
6	6	6	6 WTRY	6 WTRY	6	6 WFLY-F	6 WGY	6 WGY -F	6 WPYX-F<	6
7	7	7	WFLY-F	WQBK-F	7	7	7	7 WGY	7 WKLI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLY-F	1 WKLI-F	1 WKLI-F>	1 WKLI-F>	1 WKLI-F>	1 WPYX-F>>	1 WPYX-F>>	1 WPYX-F>	1 WPYX-F>>	1 WPYX-F>
2 WPYX-F>	2 WFLY-F	2 WPYX-F	2 WGNA-F<	2 WGNA-F	2 WFLY-F>	2 WFLY-F<	2 WQBK-F	2 WQBK-F	2 WKLI-F
3 WGNA-F	3 WPYX-F	WGNA-F	3 WFLY-F	3 WROW-F	3 WQBK-F	3 WQBK-F>	3 WKLI-F	WKLI-F	WGNA-F
4 WVKZ-F	4 WGNA-F>	4 WFLY-F	4 WPYX-F	4 WGY <	WGY -F>	4 WKLI-F	4 WGNA-F	4 WFLY-F<	4 WQBK-F
WKLI-F	5 WGY -F	5 WQBK-F>	5 WROW-F	5 WFLY-F	5	5 WGNA-F	5 WFLY-F>	5 WGNA-F	5 WGY
6 WGY -F>	6 WQBK-F	6	6	6 WTRY <	6	6	6 >	6	6 WTRY
7 WQBK-F>	7	7	7	7 WPYX-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		167 (3)	167 (3)	15.5	13.9
AOR/CLASSIC		200 (4)	200 (4)	18.5	20.1
AC/OLDIES/SOFT ROCK	44 (1)	127 (4)	171 (5)	15.8	14.7
MOR/VARIETY	140 (2)		140 (2)	13.0	11.7
COUNTRY	11 (1)	119 (2)	130 (3)	12.0	12.3
BLACK/URBAN					
BEAUTIFUL/EASY	34 (1)	127 (2)	161 (3)	14.9	15.7
NEWS/TALK	68 (2)		68 (2)	6.3	5.9
NOSTALGIA	26 (1)		26 (1)	2.4	3.5
RELIGION/GOSPEL	7 (1)	10 (1)	17 (2)	1.6	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.6
	330 (9)	750 (16)	1080 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEQX-F	102.7	Manchester	1.1/4.2/ 40/ 582
WGNA	1460	Albany/Troy	0.9/2.4/ 13/ 232
WHAZ	1330	Troy	0.5/1.5/ 7/ 108
WHRL-F	103.1	Albany	0.5/3.5/ 7/ 262
WQQY-F	102.3	Saratoga Spgs.	0.3/1.6/ 4/ 113
WSCG-F	93.5	Corinth/GlFalls	0.5/1.5/ 16/ 196
WSHQ-F	103.5	Coblskl/Schnctd	0.4/1.7/ 17/ 348
WSHZ-F	98.3	Rotterdam/Albny	0.5/4.0/ 9/ 350
WSSV-F	101.3	Stillwater	0.5/2.5/ 7/ 215
WJIV-F	101.9	Cherry Valley	0.8/1.8/ 14/ 187

RADIO STATIONS

WABY	1400	1 KW	Nostalgia	UNISUP UNIULT	$16.00	(Durpetti)	Premiere	Bob Ausfeld
WCKL	560	1 KW (DAYS)	MOR	APR	$10.00	(Savalli)	(CATSKILL)	Carmine Pizza
WGY	810	50 KW	MOR/Full Service	CBS	$78.00	(Eastman)	Empire	Jeff Clark
WPTR	1540	50 KW (DA-1)	News/Talk	ABC D MBS	$21.00	(Torbet)		John Kelly
WQBK	1300	5 KW (DA-2)	Talk	CBS ABC T	$25.00	(HNWH)		Jim Mulla
WROW	590	5 KW/1 KW (DA2)	See WROW-FM					
WTRY	980	5 KW (DA-N)	Oldies	MBS UNIULT	$35.00	(Mc-Guild)	Merv Griffin	Carol Reilly
WGNA-F	107.7	13 KW @ 980	Country		$54.00	(Katz)	Barnstable	Ed O'Conner
WGY -F	99.5	15 KW @ 927	CHR	SOURCE	$38.00	(Eastman)	Empire	Jeff Clark
WHRL-F	103.1	1.5 KW @ 500	NAC/EZ	MBS	$16.00	(——)		Bob Hill
WKLI-F	100.9	3 KW @ 300	AC		$61.00	(Durpetti)	Premiere	Bob Ausfeld
WPYX-F	106.5	16 KW @ 902	AOR	ABC R	$87.00	(Mc-Guild)	Merv Griffin	Carol Reilly
WQBK-F	103.9	3 KW @ 300	Classic AOR	RADRAD UNIPWR	$33.00	(HNWH)		Jim Mulla
WROW-F	95.5	12 KW @ 1023	EZ	UNISUP	$43.00	(Christal)	Radio Terrace	Jake Russell
WVKZ-F	96.7	3 KW @ 239	CHR/AOR	SMN SOURCE	$22.00	(Banner)		James Walsh
WFLY-F	92.3	17 KW @ 850	CHR	ABC C	$50.00	(Torbet)		John Kelly

Misc. Comments: WSHZ and WSHQ simulcasted . . . WABY, WKLI-F sold by Premier to Bendat for $13,500,000 (price included sale of WUTQ, WOUR-F (Utica)...

ALBUQUERQUE

Arbitron Rank/Pop (12+): 78/459,800
MSA Rank/Pop: 100/497,200
ADI # 51
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 25/25
Diaries: 933/493:1/53.6%
Sample Target: 840
% Below Line: 0.0
% Not Listed: 8.6

1989 Revenue: $18,200,000
HH Inc.: $29,790
Retail $: 3.6 Bil
Pop per Station: 18,392
#1 Biller: KKOB $3,400,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KRST-AF (C)	104/12.4	13.3	14.4	11.4	13.1	----	158/1768	1153/25.1	27.4	27.6		18.4	159	1481	KRST-AF
2. KKOB (MOR)	90/10.7	11.3	10.5	10.4	11.3	----	109/1480	1022/22.2	26.4	22.8		8.1	70	960	KKOB
3. KKSS-F (CHR)	85/10.1	5.0	5.1	7.1	6.9	----	113/1380	1001/21.8	17.6	14.9		13.9	121	1136	KKSS-F
4. KKOB-F (AC)	82/ 9.8	8.0	7.5	12.0	11.0	----	113/1653	1087/23.6	23.0	24.1		6.6	57	988	KKOB-F
5. KZKL-F (O)	59/ 7.0	5.8	4.5	1.0	0.5	----	65/857	787/16.9	14.2	11.6		0.2	49	665	KZKL-F
6. KZRR-F (AOR)	53/ 6.3	8.2	7.1	7.2	7.9	----	81/1066	738/15.7	20.2	19.4		7.4	64	683	KZRR-F
7. KKJY-F (EZ)	41/ 4.9	5.5	5.5	7.5	5.5	----	60/723	508/11.0	12.4	12.0		2.9	25	375	KKJY-F
8. KMGA-F (SAC)	37/ 4.4	2.3	3.9	3.0	3.5	----	46/737	540/11.7	9.0	8.6		1.6	14	221	KMGA-F
9. KLSK-F (J/NA)	30/ 3.6	2.1	1.9	2.2	2.4	----	45/669	473/10.3	6.9	6.3		3.9	34	522	KLSK-F
KFMG-F (AOR)	30/ 3.6	3.2	3.6	5.3	6.6	----	53/829	566/12.3	13.7	12.8		4.4	38	579	KFMG-F
11. KOLT-F (C)	23/ 2.7	3.8	5.8	2.9	3.2	----	44/740	337/ 7.3	14.6	14.1		2.6	23	335	KOLT-F
12. KHFM-F (CL)	20/ 2.4	3.3	3.2	2.7	2.2	----	28/411	271/ 5.9	8.9	8.2		2.0	17	392	KHFM-F
13. KIVA-F (CHR)	18/ 2.1	3.6	3.3	3.3	3.3	----	30/765	496/10.8	14.0	13.2		2.1	18	420	KIVA-F
14. KXKS (SP)	17/ 2.0	3.9	0.9	1.1	4.2	----	17/133	130/ 2.8	3.6	1.7		2.0	17	176	KXKS
15. KIDI-F (SP)	13/ 1.5	----	0.7	----	1.0	----	15/139	189/ 4.1	0.0	1.1		1.3	11	130	KIDI-F
KDEF (BB)	13/ 1.5	1.1	1.3	2.9	2.7	----	15/164	157/ 3.4	3.3	4.4		0.5	4	70	KDEF
17. KRBL-F (AOR)	10/ 1.2	1.2	1.8	1.6	1.3	----	27/488	216/ 4.7	4.9	6.2		1.3	11	214	KRBL-F
KQEO (AC)	10/ 1.2	0.6	1.0	1.4	2.6	----	11/227	172/ 3.7	3.6	4.9		0.3	3	71	KQEO
19. KMYI-F (AC)	9/ 1.1	1.0	1.2	1.8	0.5	----	10/278	259/ 5.6	4.2	4.6		0.2	2	143	KMYI-F
20.															

12+ FM SHARE (METRO): 79.14% (607 of 767) (SPG 89: 76.38%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKSS-F	1 KKOB-F	1 KKOB-F<	1 KKOB-F	1 KKOB-F<	1 KKOB	1 KKOB >	1 KRST-AF	1 KRST-AF	1 KKSS-F	1 KKOB >>
2	2 KRST-AF	2 KRST-AF>	2 KRST-AF	2 KRST-AF>	2 KRST-AF>	2 KRST-AF	2 KKOB-F	2 KKOB-F	2 KKOB	2 KKOB-F
3	3 KZRR-F<	3 KZRR-F	3 KZKL-F	3 KZKL-F	3 KZKL-F	3 KKOB-F	3 KKOB	3 KKSS-F	3 KRST-AF>	3 KRST-F
4	4 KKSS-F>	KKSS-F	4 KZRR-F	4 KZRR-F<	4 KKOB-F<	4 KKSS-F	4 KKSS-F	4 KZKL-F	4 KKOB-F<	4 KMGA-F
5	5 KFMG-F	5 KZKL-F	5 KKOB	5 KKOB	5 KKJY-F	5 KZRR-F	5 KZRR-F<	KKOB	5 KFMG-F	5 KZKL-F
6	6 KMGA-F	6 KKOB	6 KMGA-F	6 KMGA-F	6	6 KZKL-F	6 KZKL-F	6 KZRR-F	6 KZKL-F	6
7	7	7	7 KKSS-F	7 KKSS-F	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRST-AF	1 KKOB-F	1 KKOB-F>	1 KKOB-F	1 KKOB-F	1 KKSS-F>>	1 KZRR-F	1 KZRR-F>	1 KZRR-F	1 KRST-AF
2 KKSS-F	2 KRST-AF>	2 KRST-AF>	2 KRST-AF>	2 KRST-AF>	2 KZRR-F	2 KKSS-F	2 KKOB-F	2 KRST-AF	KZRR-F
3 KFMG-F<	3 KKSS-F	3 KZKL-F	3 KZKL-F	3 KZKL-F	3 KRST-AF	3 KRST-AF	3 KRST-AF	3 KKSS-F	3 KZKL-F
4 KKOB-F>	4 KZKL-F	4 KZRR-F	4 KKSS-F>	4 KKOB	KIVA-F	KKOB-F	4 KMGA-F	4 KKOB-F	4 KKOB-F
5 KZRR-F	5 KZRR-F	KMGA-F>	5 KMGA-F	5 KKSS-F	5 KKOB-F	5 KFMG-F	KFMG-F	5 KZKL-F<	5 KKOB
KZKL-F>	6 KMGA-F	6 KKSS-F>	KKOB	6 KMGA-F	KFMG-F	6	6 KLSK-F	6 KKOB	6 KMGA-F
7 KMYI-F	7	7 KOLT-F	7 KZRR-F	7	7 KRBL-F>	7	KKSS-F>	7	7
KMGA-F	8	KLSK-F>	8	8	8 KKOB >	8	8 KOLT-F	8	8
KIVA-F>	9	9	9	9	9	9	KIDI-F>	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		103 (2)	103 (2)	13.4	15.8
AOR/CLASSIC	7 (1)	93 (3)	100 (4)	13.0	13.8
AC/OLDIES/SOFT ROCK	10 (1)	187 (4)	197 (5)	25.7	22.1
MOR/VARIETY	90 (1)		90 (1)	11.7	11.6
COUNTRY	7 (1)	120 (2)	127 (3)	16.6	16.3
BLACK/URBAN					
BEAUTIFUL/EASY		41 (1)	41 (1)	5.3	6.1
NEWS/TALK	4 (1)		4 (1)	0.5	0.8
NOSTALGIA	13 (1)		13 (1)	1.7	1.5
RELIGION/GOSPEL	3 (1)		3 (1)	0.4	0.4
SPANISH	26 (3)	13 (1)	39 (4)	5.1	5.9
CLASSICAL		20 (1)	20 (1)	2.6	3.5
JAZZ/NEW AGE		30 (1)	30 (1)	3.9	2.2
UNKNOWN/OTHERS					
	160 (10)	607 (15)	767 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KABQ	1350	Albuquerque	0.6/3.6/ 6/ 208
KALY	1240	Los Ranchos	0.5/2.2/ 4/ 101
KKIM	1000	Albuquerque	0.4/1.8/ 5/ 107
KMBA	1050	L Ranchs Dalbq	0.5/2.4/ 4/ 112
KZRQ	1310	Corrales/Albuq	0.8/2.1/ 9/ 137

RADIO STATIONS

AM STATIONS

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KABQ, 1350,  5 KW/500 W (DA-2) , HISPANIC                    , $  12.00 (Cabellero)                       Al Otero
KDEF, 1150,  5 KW/500 W (DA-2) , NOSTALGIA                   , $  15.00 (Roslin)                          Dave Ianni
KKOB,  770, 50 KW (DA-2)       , MOR/FULL SER.               , $  62.00 (McGuild)       Fairmont          Art Schreiber
KQEO,  920,  1 KW/500 W (DA-N) , OLDIES      ABC E,UNISUP, $  16.00 (Katz)
KRZY, 1450,  1 KW (DA-1)       , SEE KRST-F
KXKS, 1190, 10 KW (DAYS)       , HISPANIC        CBS, MBS, $  15.00 (Caballero)                       Kelly Cunningham
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FM STATIONS

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KFMG, 107.9,  23 KW @ 4131, AOR                   ABC R , $  25.00 (HNWH)       Coastal                Jeff Guier
KHFM,  96.3,  20 KW @ 4130, CLASSICAL                   , $  25.00 (CMBS)                              Mike Langer
KIDI, 103.3,  21 KW @ 4186, HISPANIC                    , $  13.00 (K & P)                             Loretta Salazer
KIVA, 105.1, 100 KW @ 1936, CHR                         , $  22.00 (Banner)     First City  (SANTA FE)
KKJY, 100.3,  23 KW @ 4107, EZ                          , $  20.00 (Torbet)                            Don Nutting
KKOB,  93.3,  22 KW @ 4150, AC                          , $  76.00 (McGuild)    Fairmont               Art Schreiber
KKSS,  97.3, 100 KW @ 1875, CHR                  UNIPWR, $  23.00 (Durpetti)   Sun Group  (SANTA FE) Mary E. Merrigan

KLSK, 104.1, 100 KW @ 1875, JAZZ/NAC                    , $  28.00 (K & P)                 (SANTA FE)  John Sebastian
KMGA,  99.5,  23 KW @ 4130, SOFT AC    UNISUP, UNIPWR , $  23.00 (Katz)
KMYI, 107.1,  25 KW @  705, AC                          , $  21.00 (Roslin)                  (ARMIJO)  David Ianni
KOLT, 105.9, 100 KW @ 1936, COUNTRY               ABC C, $  20.00 (Christal)             (SANTA FE)  Chuck Hammond
KRBL,  98.5,  23 KW @ 4130, AOR        UNIULT, UNIPWR , $  17.00 (Torbet)            (LOS ALAMOS)  Steve Evans
KRST,  92.3,  22 KW @ 4160, COUNTRY                     , $  65.00 (Katz)       Commonwealth           Cindy Weiner
KZKL, 101.7,   3 KW @   92, OLDIES            CBS, MBS, $  35.00 (Christal)       (RIO RANCHO)  Craig Parker
KZRR,  94.1,  23 KW @ 4130, AOR                 SOURCE, $  52.00 (Republic)   Anchor                 Milt McConnel
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Miscellaneous Comments: KNMQ changes to KOLT and format from CHR to COUNTRY (Jan)...KKBR changes to KRBL and format from OLDIES to AOR (Feb)...KQEO, KMGA-F sold from Penn to Unistar for $1,500,000...(E) KQEO, KMGA-F sold by Unistar to Spacecom for $1,400,000 (MVP, Kalil)...

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********************************************** F O R M A T   C O D E S **********************************************
*                                                                                                                     *
*  AC  - Adult Contemporary                                          J/NA - Jazz and New Age                          *
*  AOR - Album Oriented Rock                                         M    - Middle of Road, (MOR)  Full Service       *
*  B   - Black (audience predominately black - over 60%)             N    - News                                      *
*  BB  - Big Band, Nostalgia                                         O    - Oldies (1955 to near 1988)                *
*  C   - Country                                                     R    - Religion, Christian
*  CHR - Contemporary Hit Radio, Top 40, Contemporary                SAC  - Soft Adult Contemporary                   *
*  CL  - Classical                                                   SP   - Hispanic/Spanish                          *
*  CL AOR - Classic AOR, Classic Rock                                T    - Talk                                      *
*  E   -  Ethnic                                                     U    - Urban (majority of audience is non-      *
*  EZ  - EZ Listening, Beautiful Music, Some Very soft AC                   white)                                    *
*  G   - Gospel                                                      ?    - Others or Unknown                         *
*                                                                                                                     *
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ALLENTOWN-BETHLEHEM

Arbitron Rank/Pop (12+): 63/575,600

MSA Rank/Pop: 71/677,700
Philadelphia ADI
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 31/15
Diaries: 1177/489:1/60.0%
Sample Target: 950
% Below Line: 15.2
% Not Listed: 11.4

1989 Revenue: $15,800,000
HH Inc.: $35,513
Retail $: 5.0 Bil
Pop per Station: 38,373
#1 Biller: WLEV-F $3,600,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WFMZ-F	(EZ)	150/14.9	12.8	14.1	14.2	12.8	14.0	171/1599	1273/22.1	23.4	20.3		8.9	86	737	WFMZ-F
2.	WZZO-F	(AOR)	125/12.4	12.2	9.5	11.5	11.1	11.4	153/1692	1254/21.8	21.1	22.9		15.9	153	1594	WZZO-F
3.	WLEV-F	(AC)	119/11.8	12.4	12.7	10.7	13.5	11.9	131/1630	1367/23.7	22.8	29.6		8.2	79	981	WLEV-F
4.	WAEB-F	(CHR)	105/10.4	7.9	8.3	10.8	10.9	9.4	113/1639	1428/24.8	23.0	26.7		10.5	101	1306	WAEB-F
5.	WHXT-F	(CHR)	73/ 7.2	7.1	7.9	5.7	6.7	7.0	86/1575	1221/21.2	21.1	24.2		11.6	111	1435	WHXT-F
6.	WXKW	(C)	44/ 4.4	4.6	2.6	4.0	3.0	3.9	44/578	554/ 9.6	7.5	7.4		2.5	24	359	WXKW
7.	WEST	(BB)	40/ 4.0	3.7	4.1	1.8	4.2	3.4	44/409	377/ 6.5	6.8	8.2		1.8	17	266	WEST
8.	WAEB	(AC)	34/ 3.4	4.5	4.3	5.7	5.5	4.5	35/691	674/11.7	13.1	14.1		5.3	51	683	WAEB
9.	WYSP-F	(AOR)	30/ 3.0	1.9	3.2	2.5	2.0	2.7	38/654	482/ 8.4	7.7	7.6		3.0	29	561	WYSP-F
10.	WXTU-F	(C)	22/ 2.2	2.3	1.5	3.9	2.8	2.5	27/491	363/ 6.3	5.6	6.9		2.3	22	244	WXTU-F
11.	WOR	(T)	19/ 1.9	1.2	0.7	1.6	1.0	1.4	29/411	191/ 3.3	2.5	2.5		0.3	3	93	WOR
12.	WOGL-F	(O)	14/ 1.4	0.9	0.5	0.6	1.8	0.9	15/325	247/ 4.3	2.3	4.2		1.2	12	216	WOGL-F
	WKAP	(BB)	14/ 1.4	1.7	3.9	2.9	2.0	2.5	14/194	188/ 3.3	6.4	7.0		1.4	13	145	WKAP

12+ FM SHARE (METRO): 76.65% (686 of 895) (SPG 89: 78.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHXT-F>>	1 WZZO-F>>	1 WZZO-F	1 WLEV-F	1 WLEV-F	1 WFMZ-F>>	1 WFMZ-F	1 WFMZ-F>	1 WFMZ-F	1 WZZO-F	1 WZZO-F
2 WAEB-F	2 WAEB-F	2 WLEV-F	2 WZZO-F>	2 WZZO-F>	2 WLEV-F>	2 WLEV-F	2 WLEV-F	2 WZZO-F	2 WHXT-F	WLEV-F>
3	3 WLEV-F>	3 WAEB-F>	3 WAEB-F>	3 WFMZ-F<	3 WXKW	3 WZZO-F<	3 WZZO-F	3 WAEB-F	3 WAEB-F	3 WFMZ-F
4	4 WHXT-F	4 WHXT-F>	4 WFMZ-F	4 WAEB-F>	4 WEST	4 WAEB-F>	4 WAEB-F	4 WLEV-F	4 WFMZ-F	4 WXKW
5	5	5 WFMZ-F	5 WHXT-F	5 WHXT-F	5 WAEB-F	5 WHXT-F<	5	5 WHXT-F	5 WLEV-F	WAEB-F
6	6	6	6	6	6 WAEB	6 WEST	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAEB-F>>	1 WAEB-F	1 WLEV-F>>	1 WLEV-F<	1 WLEV-F>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>>	1 WZZO-F>
2 WZZO-F	2 WLEV-F	2 WZZO-F	2 WAEB-F>	2 WAEB-F<	2 WYSP-F	2 WAEB-F>	2 WAEB-F	2 WLEV-F>	2 WLEV-F>
3 WHXT-F>>	3 WZZO-F>	3 WAEB-F>	3 WZZO-F	3 WFMZ-F>	3 WHXT-F	3 WYSP-F	3 WLEV-F>	3 WAEB-F	3 WFMZ-F
4 WLEV-F>>	4 WHXT-F	4 WHXT-F>	4 WHXT-F>	4 WZZO-F	WAEB-F>>	4 WLEV-F	4 WYSP-F	4 WYSP-F	4 WAEB-F>
5	5	5 WFMZ-F	5 WFMZ-F	5 WHXT-F	5 WXTU-F	5 WHXT-F	WFMZ-F>	5 WHXT-F	5 WYSP-F
6	6	6 WYSP-F>	6	6	WOGL-F	6	6	6 WFMZ-F	WXKW
7	7	7	7	7	WLEV-F>>	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		181 (3)	181 (3)	20.2	20.8
AOR/CLASSIC		170 (4)	170 (4)	19.0	15.8
AC/OLDIES/SOFT ROCK	53 (4)	143 (4)	196 (8)	21.9	26.2
MOR/VARIETY	15 (2)		15 (2)	1.7	0.4
COUNTRY	44 (1)	22 (1)	66 (2)	7.4	6.5
BLACK/URBAN					
BEAUTIFUL/EASY		156 (2)	156 (2)	17.4	17.1
NEWS/TALK	40 (5)	4 (1)	44 (6)	4.9	3.7
NOSTALGIA	54 (2)		54 (2)	6.0	7.1
RELIGION/GOSPEL	3 (1)		3 (1)	0.3	0.9
SPANISH					
CLASSICAL		10 (1)	10 (1)	1.1	1.5
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	209 (15)	686 (16)	895 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEEX	1230	Easton	1.0/3.4/ 10/ 200
WGPA	1100	Bethlehem	0.3/1.0/ 3/ 57
WHOL	1600	Allentown	0.3/1.3/ 3/ 76
WLSH	1410	Lansford	0.4/1.2/ 5/ 105
WRNJ	1000	Hackettstown	1.1/1.6/ 11/ 92
WYNS	1160	Lehighton	0.6/2.2/ 6/ 127
KYW	1060	Philadelphia	0.9/5.1/ 13/ 437
WABC	770	New York	0.6/1.7/ 13/ 244
WCAU	1210	Philadelphia	0.3/1.0/ 14/ 200
WEAZ-F	101.1	Philadelphia	0.6/3.4/ 15/ 382
WFAN	660	New York	0.3/1.1/ 10/ 205
WFLN-F	95.7	Philadelphia	1.0/2.9/ 19/ 156
WMGK-F	102.9	Philadelphia	0.4/2.3/ 7/ 213
WMMR-F	93.3	Philadelphia	0.6/4.7/ 12/ 391
WPLJ-F	95.5	New York	0.3/1.6/ 7/ 236
WWDB-F	96.5	Philadelphia	0.4/1.1/ 6/ 109
WXRK-F	92.3	New York	0.9/1.6/ 17/ 245
WYCL-F	107.5	Boyertown	0.6/2.4/ 7/ 169

RADIO STATIONS

WAEB,	790,	1 KW (DA-2)	, AC	ABC I, CBS ,	$ 25.00 (Katz)	CRB	Jeff Frank
WEEX,	1230,	1 KW (DA-2)	, OLDIES	MBS, CNN ,	$ 13.00 (Christal)	Roth	Rick Lewis
WEST,	1400,	1 KW	, NOSTALGIA	CBS ,	$ 18.00 (McGuild)	Zimmerman	Raige Lemers
WKAP,	1320,	5 KW/1 KW (DA-2)	, NOSTALIGA/MOR	APR ,	$ 14.00 (Banner)	Holt	David Messics
WXKW,	1470,	5 KW (DA-N)	, COUNTRY	NBC, ABC I,	$ 19.00 (Republic)		Bob Rabenold
WAEB-F,	104.1,	50 KW @ 500,	CHR	UNIPWR ,	$ 47.00 (Katz)	CRB	Jeff Frank
WFMZ-F,	100.7,	17 KW @ 869,	EZ/BTFL	,	$ 50.00 (Torbet)		Richard Dean
WHXT-F,	99.9,	50 KW @ 446,	CHR	,	$ 40.00 (Christal)	Roth	Rich Lewis
WLEV-F,	96.1,	50 KW @ 500,	AC	,	$ 73.00 (McGuild)	Zimmerman	Paige Lamers
WZZO-F,	95.1,	30 KW @ 631,	AOR	,	$ 59.00 (Banner)	Holt	Tom Harpster

OTHER RANKED STATIONS — See Philadelphia or New York

ALTOONA

Arbitron Rank/Pop (12+): 222/110,400

MSA Rank/Pop: 274/131,600
ADI # 88 (w/ Johnstown)
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 14/10
Diaries: 567/195:1/58.9%
Sample Target: 550
% Below Line: 12.6
% Not Listed: 14.7

1989 Revenue: $4,400,000
HH Inc.: $23,868
Retail $: .94 Bil
Pop per Station: 11,040
#1 Biller: WPRR-F $900,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WPRR-F	(CHR)	27/14.1	——	14.9	——	12.5	——	32/479	345/31.3		31.6					WPRR-F
2. WFBG-F	(EZ)	21/11.0	——	12.8	——	15.9	——	53/695	264/23.9		24.5					WFBG-F
3. WVAM	(C)	18/ 9.4	——	10.6	——	18.2	——	22/310	246/22.3		22.5					WVAM
WHPA-F	(AC)	18/ 9.4	——	6.9	——	6.8	——	22/281	228/20.7		17.6					WHPA-F
5. WBXQ-F	(CL AOR)	16/ 8.4	——	1.1	——	4.0	——	26/304	143/13.0		8.4					WBXQ-F
WFBG	(MOR)	16/ 8.4	——	7.4	——	12.5	——	20/325	282/25.5		25.7					WFBG
7. WKMC	(BB)	14/ 7.3	——	4.3	——	3.4	——	19/163	138/12.5		10.9					WKMC
8. WALY-F	(AC)	12/ 6.3	——	8.0	——	11.4	——	19/337	213/19.3		20.7					WALY-F
9. WRTA	(T)	10/ 5.2	——	5.9	——	5.7	——	10/210	206/18.7		16.5					WRTA
10.																

12+ FM SHARE (METRO): 63.19% (103 of 163) (SPG 89: 64.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRR-F>>	1 WBXQ-F<	1 WPRR-F<	1 WHPA-F	1 WHPA-F>	1 WFBG-F>	1 WFBG >	1 WHPA-F	1 WPRR-F>	1 WPRR-F>>	1 WVAM
2	2 WPRR-F>	2 WBXQ-F	2 WBXQ-F	2 WBXQ-F	2 WVAM	2 WVAM	2 WPRR-F	2 WBXQ-F	2 WBXQ-F	WFBG-F
3	3 WFBG	3 WHPA-F	3 WFBG	3 WFBG	3 WKMC	WPRR-F<	WFBG-F	3 WFBG-F<	3 WFBG-F>	3 WHPA-F
4	4 WHPA-F	4 WFBG	4 WPRR-F	4 WVAM	4 WHPA-F	4 WFBG-F	4 WFBG <	4 WVAM	4 WHPA-F	4 WBXQ-F
5	5	5 WALY-F	WALY-F	WPRR-F	5	5 WHPA-F	5 WKMC	WHPA-F	5 WVAM	WFBG
				WFBG-F						
				WALY-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPRR-F>>	1 WPRR-F>>	1 WHPA-F	1 WPRR-F	1 WHPA-F>	1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>>	1 WBXQ-F>
2	2 WHPA-F>	2 WPRR-F>	2 WHPA-F>	2 WPRR-F	2 WPRR-F	2 WFBG	2 WFBG >	2 WFBG >	2 WHPA-F
3	3	3 WFBG	3 WALY-F	WALY-F	WFBG >>	3 WPRR-F	3 WVAM	3 WPRR-F	3 WFBG-F
4	4	WALY-F>	4 WFBG	4 WVAM	4	4	WPRR-F>	WHPA-F	WFBG
5	5	5	5	WFBG	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		29 (2)	29 (2)	17.8	19.9
AOR/CLASSIC		19 (2)	19 (2)	11.7	1.3
AC/OLDIES/SOFT ROCK		33 (3)	33 (3)	20.2	21.2
MOR/VARIETY	18 (2)		18 (2)	11.0	17.2
COUNTRY	18 (1)	1 (1)	19 (2)	11.7	16.6
BLACK/URBAN					
BEAUTIFUL/EASY		21 (1)	21 (1)	12.9	15.9
NEWS/TALK	10 (1)		10 (1)	6.1	
NOSTALGIA	14 (1)		14 (1)	8.6	5.3
RELIGION/GOSPEL					1.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.3
	60 (5)	103 (9)	163 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGMR-F	101.1	Tyrone/St.Colge	0.5/4.3/ 33/ 413
WTRN	1340	Tyrone	1.0/3.4/ 2/ 49
WDVE-F	102.5	Pittsburgh	1.6/3.3/ 13/ 201
WIYQ-F	99.1	Ebensburg/Jnstn	1.6/4.6/ 24/ 388
WLAK-F	103.5	Huntingdon	1.0/2.2/ 16/ 158

RADIO STATIONS

WFBG ,	1290,	5 KW/1 KW (DA-N),	MOR/AC	ABC I UNIPWR, $27.00	(Eastman)		Gary Conrad
WKMC ,	1370,	5 KW/38 W (DA-1),	Nostalgia	CNN, $12.00	(Roslin)	(ROARING SPRING)	Don Snyder
WRTA ,	1240,	5 KW ,	Talk/MOR	SUN TALKNT, $16.00	(——)		Dave Wolf
WVAM ,	1430,	5 KW/1 KW (DA-N),	Country	RADRAD, $19.00	(Torbet)		Eric Donaldson
WALY-F,	103.9,	.3 KW @ 984 ,	AC	APR UNISUP, $18.00	(Katz)		Bill McKay
WFBG-F,	98.1,	30 KW @ 1000 ,	Btfl/EZ	CBS ABC I, $25.00	(Eastman)	Empire	Gary Conrad
WHPA-F,	104.9,	.1 KW @ 1417 ,	AC	CNN, $16.00	(Roslin)	(HOLLIDAYSBURG)	Don Ambrose
WPRR-F,	100.1,	6 KW @ 300 ,	CHR	RADRAD, $26.00	(Torbet)		Eric Donaldson

WBXQ-F — See Johnstown

AMARILLO

Arbitron Rank/Pop (12+): 179/161,300
MSA Rank/Pop: 205/198,800
ADI # 119
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 14/14
Diaries: 541/298:1/47.6%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 16.7

1989 Revenue: $4,400,000
HH Inc.: $33,368
Retail $: 1.6 Bil
Pop per Station: 11,521
#1 Biller: KIXZ/KMML-F $1,100,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KMML-F	(C)	38/14.7	----	14.8	----	9.9	----	51/724	476/29.5		26.8		18.9	47	508	KMML-F
2. KQIZ-F	(CHR)	29/11.2	----	14.8	----	13.5	----	50/799	472/29.3		31.2		20.5	51	644	KQIZ-F
3. KAKS-F	(CHR)	27/10.5	----	7.6	----	10.3	----	34/466	369/22.9		20.1		9.6	24	287	KAKS-F
4. KGNC	(N/T)	25/ 9.7	----	7.6	----	7.9	----	41/554	299/18.5		20.2		8.8	22	367	KGNC
5. KDJW-AF	(C)	23/ 9.0	----	5.7	----	8.8	----	33/473	321/19.9		17.5		6.4	10	210	KDJW-AF
6. KMLT-F	(SAC)	22/ 8.5	----	8.0	----	9.9	----	41/499	260/16.1		17.5		3.6	9	258	KMLT-F
7. KPUR-F	(CL AOR)	17/ 6.6	----	4.5	----	3.2	----	17/207	188/11.7		11.0		4.4	11	200	KPUR-F
8. KLSF-F	(AC)	16/ 6.2	----	8.3	----	9.1	----	22/396	303/18.8		16.4		8.4	21	255	KLSF-F
9. KPUR	(SP)	6/ 2.3	----	4.2	----	5.6	----	12/113	75/ 4.6		9.6		0.4	1	46	KPUR
10. KIXZ	(C)	5/ 1.9	----	3.8	----	4.8	----	15/259	132/ 8.2		12.2		2.0	5	114	KIXZ
KESE-F	(C)	5/ 1.9	----	2.3	----	5.2	----	5/128	108/ 6.7		4.7		0.0	0	85	KESE-F

12+ FM SHARE (METRO): 80.93% (174 of 215) (SPG 89: 75.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQIZ-F>>	1 KAKS-F>	1 KMML-F<	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KMML-F	1 KQIZ-F	1 KGNC
2 KAKS-F>	2 KQIZ-F	2 KAKS-F	KMLT-F	2 KMLT-F	2 KGNC	2 KGNC >	2 KDJW-AF	2 KDJW-AF	2 KAKS-F>	KAKS-F
3	3 KMML-F	3 KDJW-AF<	3 KDJW-AF	3 KDJW-AF	3 KMLT-F>	3 KQIZ-F	3 KMLT-F	3 KQIZ-F	3 KDJW-AF	3 KMML-F
4	4 KDJW-AF>	4 KQIZ-F	KPUR-F	KPUR-F	4 KDJW-AF<	KMLT-F	4 KGNC	4 KAKS-F	4 KMML-F	4 KMLT-F
5	5 KLSF-F	KMLT-F	5 KLSF-F	5 KLSF-F	5 KPUR-F	5 KAKS-F	5 KAKS-F	5 KMLT-F	5 KLSF-F	5
6	6	6	KAKS-F	6	6	6	6	6	6 KMLT-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KAKS-F	1 KAKS-F	1 KPUR	1 KMML-F	1 KMLT-F	1 KAKS-F>>	1 KAKS-F>	1 KDJW-AF	1 KMML-F	1 KMML-F
2 KQIZ-F	2 KQIZ-F	KMLT-F	KAKS-F	2 KMML-F>	2 KQIZ-F>>	2 KQIZ-F	2 KAKS-F	2 KPUR-F	2 KPUR-F
KMML-F	KMML-F>	KLSF-F	3 KMLT-F	3 KLSF-F	3 KMML-F>	3 KDJW-AF	3 KQIZ-F	3 KAKS-F	3 KDJW-AF
4 KDJW-AF>>	4 KDJW-AF	KAKS-F	4 KDJW-AF	KAKS-F	4 KLSF-F>	KMML-F>	KPUR-F	4 KDJW-AF	4 KMLT-F
5	KLSF-F	5 KQIZ-F	5 KQIZ-F	5 KDJW-AF	5	5 KPUR-F	KMML-F	KQIZ-F	5
6	6	KMML-F>	6	6	6	6	KGNC >	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		56 (2)	56 (2)	26.0	26.2
AOR/CLASSIC		17 (1)	17 (1)	7.9	5.3
AC/OLDIES/SOFT ROCK	1 (1)	38 (2)	39 (3)	18.1	25.8
MOR/VARIETY					
COUNTRY	8 (2)	63 (3)	71 (5)	33.0	31.1
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	26 (2)		26 (2)	12.1	8.9
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH	6 (1)		6 (1)	2.8	2.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	41 (6)	174 (8)	215 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKS	1550	CANYON	0.4/1.9/ 1/ 37
KFNS	1360	Amarillo	0.4/2.3/ 1/ 43

RADIO STATIONS

KDJW ,	1010,	5 KW/500 W (DA-2),	— See KDJW-F					
KGNC ,	710,	10 KW (DA-2) ,	News/Talk	NBC MBS,	$20.00	(Katz)	Stauffer	
KIXZ ,	940,	5 KW/1 KW (DA-2) ,	Country	ABC I UNISUP,	$ NA	(Banner)		Richard Haines
KPUR ,	1440,	5 KW/1 KW (DA-2) ,	Hispanic	CNN UNISUP,	$11.00	(Republic)	Holder	Scott Gilreath
KAKS-F,	107.9,	100 KW @ 1322 ,	CHR	UNIPWR,	$20.00	(HNWH)	(CANYON)	Greg Heitzman
KDJW-F,	94.1,	100 KW @ 1102 ,	Country	NBC MBS,	$23.00	(Torbet)	Walton	Doug Collins
KESE-F,	101.9,	100 KW @ 984 ,	Country	,	$12.00	(——)	Woods	John Fulton
KLSF-F,	96.9,	100 KW @ 1006 ,	AC	UNIULT,	$23.00	(Banner)		Don Gorman
KMLT-F,	97.9,	100 KW @ 1280 ,	Soft AC/EZ	UNISUP,	$24.00	(Katz)	Stauffer	Bob Russell
KMML-F,	98.7,	100 KW @ 470 ,	Country	ABC I UNISUP,	$30.00	(Banner)		Richard Haines
KPUR-F,	107.1,	3 KW @ 300 ,	Classic AOR/Oldies	USP/LT,	$17.00	(Republic)	Holder	Scott Gilreath
KQIZ-F,	93.1,	100 KW @ 700 ,	CHR	,	$22.00	(Mc-Guild)		Doug Stalker

Misc: KPUR changes from Oldies to Hispanic . . . KPUR-F changes from AOR to Oldies/Classic AOR . . .
KLSF-F sold by Bakke to Adams, Jr...

ANCHORAGE

Arbitron Rank/Pop (12+): 165/180,600

MSA Rank/Pop: 193/223,000
No ADI
Average Person Ratings: 16.8
Market TSL: 22.75 hours

Stations: 17/17
Diaries: 768/235:1/56.1%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 11.2

1989 Revenue: $8,300,000
HH Inc.: $42,879
Retail $: 2.1 Bil
Pop per Station: 10,623
#1 Biller: KGOT-F $1,200,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KPXR-F	(CHR)	37/12.2	13.4	11.8	8.1	7.8	----	47/628	533/29.5	32.8	27.0		11.6	40	559	KPXR-F
2.	KWHL-F	(AOR)	31/10.2	9.8	11.0	12.8	14.3	----	35/369	297/16.4	20.8	20.3		12.2	42	439	KWHL-F
3.	KBFX-F	(CL AOR)	30/ 9.9	8.1	3.2	2.3	3.4	----	39/405	345/19.1	17.8	10.2		9.9	34	335	KBFX-F
4.	KGOT-F	(CHR)	27/ 8.9	12.1	10.4	12.8	13.3	----	35/598	489/27.1	32.3	29.4		13.7	47	583	KGOT-F
5.	KASH-F	(C)	22/ 7.3	6.8	8.7	5.2	6.1	----	26/316	281/15.6	16.2	16.7		9.3	32	302	KASH-F
6.	KLEF-F	(CL)	19/ 6.3	7.2	2.9	6.1	----	----	19/235	212/11.7	12.2	9.9		3.5	12	188	KLEF-F
7.	KYMG-F	(AC)	15/ 5.0	2.6	1.7	----	----	----	18/303	227/12.6	8.6	7.0		4.4	15	154	KYMG-F
8.	KYAK	(C)	14/ 4.6	4.9	3.2	4.9	6.1	----	22/268	151/ 8.4	8.9	7.9		3.5	12	203	KYAK
	KNIK-F	(J/NA)	14/ 4.6	2.9	3.8	5.5	6.1	----	14/237	221/12.2	9.4	11.2		4.7	16	192	KNIK-F
10.	KFQD	(AC)	12/ 4.0	2.0	6.1	5.5	5.4	----	17/287	185/10.2	9.3	12.7		3.8	13	229	KFQD
11.	KENI	(N/T)	11/ 3.6	3.6	7.2	3.8	4.8	----	14/218	177/ 9.8	11.0	13.9		4.4	15	208	KENI
12.	KEAG-F	(AC)	10/ 3.3	4.6	6.4	9.3	9.2	----	14/229	174/ 9.6	11.4	15.7		3.5	12	238	KEAG-F
13.	KHAR	(EZ)	8/ 2.6	2.6	4.0	2.3	3.4	----	9/91	69/ 3.8	6.1	8.5		1.5	5	41	KHAR
14.	KBYR	(O)	6/ 2.0	2.0	0.9	2.0	2.7	----	8/136	103/ 5.7	10.4	6.4		1.5	5	102	KBYR
15.	KKSD	(BB)	5/ 1.7	2.6	1.7	2.3	1.0	----	5/39	37/ 2.0	4.1	3.3		0.9	3	60	KKSD
	KKLV-F	(AC)	5/ 1.7	2.0	2.9	3.5	2.7	----	6/143	114/ 6.3	6.0	11.1		0.6	2	72	KKLV-F
17.	KCFA	(REL)	3/ 1.0	1.6	0.9	2.3	1.4	----	4/87	62/ 3.4	4.7	4.3		2.3	8	101	KCFA
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 78.07% (210 of 269) (SPG 89: 72.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPXR-F>>	1 KWHL-F	1 KWHL-F<	1 KBFX-F	1 KBFX-F	1 KLEF-F	1 KPXR-F>	1 KWHL-F<	1 KWHL-F KPXR-F	1 KPXR-F>	1 KWHL-F KPXR-F>
2 KGOT-F>>	2 KPXR-F	2 KBFX-F	2 KWHL-F	2 KASH-F<	2 KASH-F	2 KBFX-F	2 KBFX-F		2 KWHL-F	
3	3 KGOT-F	3 KPXR-F	3 KASH-F	3 KWHL-F	3 KBFX-F	3 KWHL-F KASH-F	3 KGOT-F	3 KBFX-F	3 KGOT-F	3 KNIK-F
4	4 KBFX-F>	4 KGOT-F	4 KGOT-F<	4 KLEF-F KGOT-F	4 KYAK		4 KPXR-F>	4 KGOT-F	4 KBFX-F	4 KGOT-F
5	5	5 KASH-F	5 KPXR-F<		5 KENI	5 KGOT-F	5 KASH-F	5 KASH-F	5 KASH-F	5
6	6	6	6 KYMG-F KLEF-F	6 KPXR-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPXR-F>>	1 KPXR-F	1 KGOT-F>	1 KPXR-F	1 KGOT-F KASH-F		1 KWHL-F>>	1 KWHL-F>>	1 KWHL-F>>	1 KWHL-F	1 KWHL-F
2 KWHL-F KGOT-F>>	2 KGOT-F>	2 KYMG-F KPXR-F	2 KGOT-F>			2 KPXR-F KBFX-F	2 KBFX-F	2 KBFX-F>	2 KBFX-F>	2 KBFX-F>
	3 KYMG-F KBFX-F		3 KBFX-F KASH-F	3 KYMG-F KPXR-F KBFX-F			3 KPXR-F	3 KPXR-F KASH-F>	3 KPXR-F	3 KASH-F
4 KNIK-F KBFX-F>>		4 KBFX-F				4 KGOT-F>>	4 KGOT-F		4 KGOT-F KASH-F	4 KLEF-F
	5 KWHL-F	5 KASH-F>>	5 KYMG-F			5 KNIK-F>>	5	5 KYMG-F KGOT-F>		5
6	6 KASH-F	6	6	6		6	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		64 (2)	64 (2)	23.8	25.3
AOR/CLASSIC		61 (2)	61 (2)	22.7	12.5
AC/OLDIES/SOFT ROCK	18 (2)	30 (3)	48 (5)	17.8	25.3
MOR/VARIETY					
COUNTRY	14 (1)	22 (1)	36 (2)	13.4	13.5
BLACK/URBAN					
BEAUTIFUL/EASY	8 (1)		8 (1)	3.0	4.6
NEWS/TALK	11 (1)		11 (1)	4.1	8.2
NOSTALGIA	5 (1)		5 (1)	1.9	2.0
RELIGION/GOSPEL	3 (1)		3 (1)	1.1	1.0
SPANISH					
CLASSICAL		19 (1)	19 (1)	7.1	3.3
JAZZ/NEW AGE		14 (1)	14 (1)	5.2	4.3
UNKNOWN/OTHERS					
	59 (7)	210 (10)	269 (17)		

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS

KBYR	700	10 KW	Oldies	CBS	$12.00	(Roslin)		Jan Andrews
KCFA	1020	10 KW	Religion		$10.00	(---)		Dean Anderson
KENI	550	5 KW (DA-1)	News/Talk	ABC I NBC	$16.00	(Roslin)		John Ruby
KFQD	750	50 KW	AC		$23.00	(Mc-Guild)		Sue Johnson
KHAR	590	5 KW (DA-1)	Nostalgia/EZ		$13.00	(Roslin)		Ron Clement
KKSD	1080	10 KW (DA-1)	Nostalgia	SMN ABC E	$11.00	(MMR)	Comm. Pacific	Dennis Booky
KYAK	650	50 KW (DA-1)	Country	MBS	$18.00	(Christal)	Olympia	Gary Donovan

KASH-F	107.5	100 KW @ -300	Country	ABC E	$25.00	(MMR)	Comm. Pacific	Dennis Booky
KBFX-F	100.5	25 KW @ 179	Classic AOR	UNISUP UNIULT	$27.00	(Roslin)		John Ruby
KEAG-F	97.3	100 KW @ 590	Oldies/AC		$20.00	(Republic)		Jack Frost
KGOT-F	101.3	26 KW @ -70	CHR	MBS	$29.00	(Christal)	Olympia	Gary Donovan
KKLV-F	104.1	55 KW @ 61	AC	APR	$15.00	(Roslin)		Ron Clement
KLEF-F	98.1	25 KW @ -85	Classical		$21.00	(CMBS)		Rick Goodfellow
KNIK-F	105.3	51 KW @ 225	Jazz/NAC	CBS	$18.00	(K & P)		Jan Andrews
KPXR-F	102.1	25 KW @ 165	CHR		$30.00	(Katz)	Tom Ingstad	Don Nordine
KWHL-F	106.5	100 KW @ -99	AOR		$33.00	(Mc-Guild)		Sue Johnson
KYMG-F	98.9	100 KW @ 499	AC	APR	$17.00	(Republic)		Craig Johnson

ANN ARBOR

Arbitron Rank/Pop (12+): 142/231,470

MSA Rank/Pop: 161/271,700
Detroit ADI
Average Person Ratings: 15.5
Market TSL: 20.25 hours

Stations: 23/4
Diaries: 620/373:1/55.1%
Sample Target: 610
% Below Line: 62.3
% Not Listed: 27.4

1989 Revenue: NA
HH Inc.: NA
Retail $: 2.0 Bil
Pop per Station: 57,867
#1 Biller: NA

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WJR	(MOR)	48/13.4	----	12.0	----	13.5	----	48/597	597/25.8		26.3					WJR
2.	WHYT-F	(CHR)	21/ 5.9	----	4.6	----	7.5	----	21/483	483/20.8		18.7					WHYT-F
	WIQB-F	(AOR)	21/ 5.9	----	7.1	----	7.8	----	21/483	483/20.8		23.8					WIQB-F
4.	WWWW-F	(C)	18/ 5.0	----	4.1	----	3.6	----	18/247	247/10.7		11.1					WWWW-F
5.	WRIF-F	(AOR)	16/ 4.5	----	3.1	----	4.2	----	16/388	388/16.7		17.4					WRIF-F
6.	WCSX-F	(CL AOR)	14/ 3.9	----	5.9	----	5.7	----	14/359	359/15.5		17.0					WCSX-F
7.	WQRS-F	(CL)	13/ 3.6	----	2.8	----	2.4	----	13/213	213/ 9.2		7.0					WQRS-F
8.	WLTI-F	(AC)	11/ 3.1	----	2.3	----	2.4	----	11/202	202/ 8.7		6.7					WLTI-F
	WJLB-F	(B)	11/ 3.1	----	4.6	----	2.4	----	11/165	165/ 7.1		10.2					WJLB-F
10.	WNIC-F	(AC)	10/ 2.8	----	4.1	----	4.2	----	10/179	179/ 7.7		13.7					WNIC-F
	WLLZ-F	(AOR)	10/ 2.8	----	3.6	----	4.2	----	10/285	285/12.3	12.1						WLLZ-F
12.																	
13.																	
14.																	
15.																	

12+ FM SHARE (METRO): 72.69% (189 of 260) (SPG 89: 78.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WRIF-F	1 WJR	1 WJR >	1 WJR >	1 WJR >>	1 WJR >>	1 WJR >>	1 WJR	1 WJR >	1 WJOI-F
2 WDFX-F	2 WHYT-F	2 WIQB-F	2 WIQB-F>	2 WIQB-F	2 WWWW-F	2 WHYT-F	2 WWWW-F	2 WRIF-F<	2 WIQB-F>	2 WJR
WIQB-F	WIQB-F	3 WRIF-F	3 WWWW-F	3 WWWW-F	WQRS-F	3 WIQB-F	3 WNIC-F	3 WIQB-F	3 WJLB-F	WHYT-F
4	4 WCSX-F	4 WHYT-F	WLTI-F	4 WLTI-F	4	4 WWWW-F	WCSX-F	4 WHYT-F	WHYT-F	4 WJLB-F
5	5 WJR	5 WWWW-F	5	5	5	5 WRIF-F	WIQB-F	WCSX-F	5 WCSX-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHYT-F>>	1 WHYT-F	1 WNIC-F	1 WNIC-F	1 WJR >	1 WRIF-F>	1 WRIF-F>	1 WRIF-F	1 WRIF-F	1 WJR >>
2 WJLB-F	2 WNIC-F>	2 WWWW-F	WHYT-F	2 WNIC-F	2 WWWW-F	2 WLLZ-F	2 WLLZ-F	WJR >	2 WRIF-F
WNIC-F	3 WIQB-F	WIQB-F>	3 WJR	WIQB-F	WLLZ-F	3 WIQB-F	WJR	3 WLLZ-F	3 WLLZ-F
WCSX-F	4 WWWW-F	4 WOMC-F	WIQB-F	4 WWWW-F	WJLB-F	4 WJR	4 WCSX-F	WIQB-F	WIQB-F
5	WJLB-F	WJR	5	WLTI-F	WHYT-F	WCSX-F	WIQB-F	5	5
	WCSX-F	WHYT-F			WIQB-F		6 WJZZ-F		
		WAMX-F							

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		32 (3)	32 (3)	12.3	14.1
AOR/CLASSIC		61 (4)	61 (4)	23.5	25.9
AC/OLDIES/SOFT ROCK		34 (4)	34 (4)	13.1	16.8
MOR/VARIETY	54 (2)		54 (2)	20.8	18.5
COUNTRY		18 (1)	18 (1)	6.9	6.1
BLACK/URBAN		11 (1)	11 (1)	4.2	6.1
BEAUTIFUL/EASY		5 (1)	5 (1)	1.9	3.7
NEWS/TALK	10 (2)		10 (2)	3.8	1.3
NOSTALGIA	3 (1)		3 (1)	1.2	
RELIGION/GOSPEL	4 (1)		4 (1)	1.5	1.0
SPANISH					
CLASSICAL		13 (1)	13 (1)	5.0	3.7
JAZZ/NEW AGE		15 (2)	15 (2)	5.8	2.7
UNKNOWN/OTHERS					
	71 (6)	189 (17)	260 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAAM	1600	Ann Arbor/Ypsil	1.7/6.5/ 6/ 151
WAMX-F	107.1	Ann Arbor	1.7/7.4/ 6/ 172
WWCM	990	Ypsilanti	1.1/2.5/ 4/ 57
CKLW	800	Windsor/Detroit	0.8/2.8/ 3/ 66
CKMR-F	93.9	Windsor	1.1/6.7/ 4/ 155
WDFX-F	99.5	Detroit	1.7/9.8/ 6/ 226
WJOI-F	97.1	Detroit	1.4/5.2/ 5/ 121
WJZZ-F	105.9	Detroit	2.5/6.7/ 9/ 156
WKQI-F	95.5	Detroit	1.4/11.4/ 5/ 265
WOMC-F	104.3	Detroit	2.5/8.9/ 9/ 206
WWJ	950	Detroit	1.7/8.0/ 6/ 186
WXYT	1270	Detroit	1.1/3.2/ 4/ 73

RADIO STATIONS

WAAM ,	1600,	5 KW (DA-2)	, MOR/EZ	ABC E NBC,	$14.00	(Patt)		Clement Diegel
WWCM ,	900,	500 W/250 W	, Religion	,	$10.00	(---)		Louis Velker
WAMX-F,	107.1,	3 KW @ 260	, Jazz/AC	,	$20.00	(Mich. Spot)	Domino's Pizza	Jim Baughn
WIQB-F,	102.9,	49 KW @ 500	, AOR	ABC FM,	$51.00	(Mc-Guild)		Mike Solan

Other ranked stations -- See Detroit

APPLETON-OSHKOSH

Arbitron Rank/Pop (12+): 134/258,600
MSA Rank/Pop: 149/316,200
ADI # 67 (w/Green Bay)
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 23/15
Diaries: 799/324:1/67.9%
Sample Target: 640
% Below Line: 18.6
% Not Listed: 12.3

1989 Revenue: $7,700,000
HH Inc.: $34,920
Retail $: 1.9 Bil
Pop per Station: 17,240
#1 Biller: WAPL-F $2,200,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WAPL-F	(AOR)	70/15.1	15.6	16.0	12.0	15.2	----	176/1788	762/29.5	29.3	28.7		23.0	102	1027	WAPL-F
2.	WIXX-F	(CHR)	54/11.7	10.9	8.9	12.7	11.8	----	181/2306	830/32.1	31.6	29.9		9.9	44	772	WIXX-F
3.	WMGV-F	(CHR)	41/ 8.9	9.3	8.5	10.4	7.1	----	52/781	618/23.9	21.8	24.0		10.4	46	647	WMGV-F
4.	WHBY	(MOR)	35/ 7.6	5.4	3.6	7.6	5.4	----	40/560	503/19.5	17.1	14.2		5.6	25	458	WHBY
5.	WROE-F	(SAC)	28/ 6.0	5.7	6.7	7.1	9.1	----	30/520	460/17.8	13.5	16.4		4.5	20	256	WROE-F
	WNAM	(BB)	28/ 6.0	5.0	4.3	1.8	2.2	----	42/572	382/14.8	9.1	13.0		6.8	30	298	WNAM
7.	WYNE	(C)	24/ 5.2	4.5	4.7	3.8	5.2	----	27/368	283/10.9	8.7	10.4		3.6	16	146	WYNE
8.	WOZZ-F	(AC)	15/ 3.2	2.0	1.2	0.4	0.5	----	26/485	241/ 9.3	11.6	2.0		3.6	16	194	WOZZ-F
9.	WUSW-F	(C)	14/ 3.0	3.6	4.9	4.7	4.2	----	21/276	227/ 8.8	8.4	10.4		2.7	12	188	WUSW-F
	WKFX-F	(O)	14/ 3.0	2.7	3.8	3.1	4.9	----	33/536	270/10.4	11.3	12.3		3.2	14	230	WKFX-F
11.	WOSH	(MOR)	13/ 2.8	2.7	3.4	5.1	3.9	----	15/299	266/10.3	7.0	9.1		2.5	11	280	WOSH
12.	WGEE	(C)	12/ 2.6	3.2	3.2	1.8	2.2	----	46/614	201/ 7.8	7.5	8.0		3.4	15	191	WGEE
13.	WMBE	(BB)	11/ 2.4	1.4	1.8	2.7	0.5	----	19/237	125/ 4.8	2.1	2.0		0.7	3	29	WMBE
14.	WRJQ	(E)	10/ 2.2	2.0	4.5	4.0	2.5	----	20/198	114/ 4.4	5.8	7.1		1.8	8	88	WRJQ
15.																	

12+ FM SHARE (METRO): 61.82% (251 of 406) (SPG 89: 65.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WAPL-F>>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WHBY <	1 WAPL-F>	1 WAPL-F>	1 WAPL-F>	1 WAPL-F	1 WAPL-F
2 WMGV-F<	2 WIXX-F<	2 WIXX-F<	2 WIXX-F	2 WIXX-F	2 WNAM >	2 WHBY <	2 WROE-F<	2 WIXX-F	2 WIXX-F>	2 WYNE
3 WAPL-F>	3 WMGV-F>>	3 WMGV-F>	3 WMGV-F	3 WHBY	3 WYNE	3 WIXX-F	3 WIXX-F<	3 WMGV-F	3 WMGV-F	3 WOSH
4	4	4 WROE-F	4 WHBY	4 WROE-F	WROE-F	WMGV-F	4 WMGV-F<	4 WROE-F	4 WHBY	4 WIXX-F
5	5	5	5 WROE-F<	WMGV-F	5 WAPL-F	5	5 WNAM	5 WNAM	5	WMGV-F
			6 WYNE	6 WYNE						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIXX-F	1 WAPL-F	1 WAPL-F	1 WIXX-F<	1 WIXX-F	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>
WMGV-F	2 WIXX-F	2 WIXX-F	2 WMGV-F	2 WROE-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F	2 WIXX-F
3 WAPL-F>	3 WMGV-F>	3 WMGV-F>	WAPL-F	WAPL-F	WMGV-F>>	3 WMGV-F>	3 WHBY	3 WMGV-F	WHBY
4 WROE-F>>	4 WROE-F	4 WROE-F	4 WROE-F	4 WMGV-F>	4	4 WHBY	4 WYNE	WHBY	4 WYNE
5	5	WOZZ-F	5	5 WOZZ-F	5	5	WMGV-F	5 WYNE	5
				WHBY					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	\	95 (2)	95 (2)	23.4	20.4
AOR/CLASSIC		77 (2)	77 (2)	19.0	18.7
AC/OLDIES/SOFT ROCK	13 (2)	59 (4)	72 (6)	17.7	13.0
MOR/VARIETY	52 (3)		52 (3)	12.8	10.2
COUNTRY	36 (2)	14 (1)	50 (3)	12.3	14.9
BLACK/URBAN	10 (1)		10 (1)	2.5	
BEAUTIFUL/EASY		2 (1)	2 (1)	0.5	12.1
NEWS/TALK	5 (2)		5 (2)	1.2	0.5
NOSTALGIA	39 (2)		39 (2)	9.6	7.3
RELIGION/GOSPEL		4 (1)	4 (1)	1.0	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.9
	155 (12)	251 (11)	406 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEMI-F	100.1	Neenah-Menasha	0.9/3.5/ 7/ 168
WLKE	690	Oshkosh	0.9/2.6/ 9/ 110
WQMM	1050	Kaukauna	1.9/6.3/ 12/ 254
WBBM	780	Chicago	0.4/1.7/ 2/ 97
WFON-F	107.1	Fond Du Lac	1.5/5.4/ 19/ 296
WGN	720	Chicago	0.6/3.2/ 8/ 155
WOLX-F	94.9	Baraboo	0.4/2.7/ 15/ 284
WQLH-F	98.5	Green Bay	0.4/5.7/ 39/ 611
WTMJ	620	Milwaukee	0.9/3.8/ 13/ 301

RADIO STATIONS

WHBY ,	1230,	1 KW ,	MOR/Full Service	CBS,	$25.00	(Eastman)	Woodward	Susan Knaack
WNAM ,	1280,	5 KW/1 KW (DA-1),	Nostalgia	ABC I UNISUP,	$16.00	(Torbet)		Howard Gherman
WOSH ,	1490,	1 KW ,	MOR	NBC,	$14.00	(HNWH)	Midwest Family	Bill Mann
WQMM ,	1050,	1 KW/500 W (DA-2),	Oldies	UNISUP UNIULT,	$10.00	(Katz)		John Nehmer
WRJQ ,	1570,	1 KW (DAYS) ,	Polka/Ethnic	,	$11.00	(---)		George Sattler
WYNE ,	1150,	5 KW (DA-2) ,	Country	ABC E,	$19.00	(Republic)	Fox Valley	Jim Hodges
WAPL-F,	105.7,	100 KW @ 410 ,	AOR	,	$49.00	(Eastman)	Woodward	Susan Knaack
WKFX-F,	104.9,	1 KW @ 480 ,	Oldies	,	$16.00	(Katz)	WinCom	Craig Eckert
WMGV-F,	103.9,	6 KW @ 355 ,	CHR	SOURCE,	$27.00	(HNWH)	Midwest Family	Bill Mann
WOZZ-F,	93.5,	50 KW @ 500 ,	AC	SMN,	$14.00	(Katz)		John Nehmer
WROE-F,	94.3,	3 KW @ 330 ,	EZ/Soft AC	APR,	$20.00	(Republic)	Fox Valley	Jim Hodges
WUSW-F,	96.7,	3 KW @ 293 ,	Country	UNISUP UNIULT,	$15.00	(Torbet)		Howard Gherman

Misc: WNBK-F changes to WOZZ-F and upgraded power (Jan) . . . WROE-F reclassified as Soft AC . . .
WKJE sold for $325,000...
Other ranked stations -- See Green Bay

ASHEVILLE

Arbitron Rank/Pop (12+): 176/162,700

MSA Rank/Pop: 225/174,400
ADI # 35 (W/Greenville)
Average Person Ratings: 16.4
Market TSL: 22.00 hours

Stations: 16/7
Diaries: 672/242:1/58.7%
Sample Target: 550
% Below Line: 29.2
% Not Listed: 16.9

1989 Revenue: $5,300,000
HH Inc.: $22,170
Retail $: 1.55 Bil
Pop per Station: 23,242
#1 Biller: WWNC $2,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WWNC	(C)	66/24.7	----	19.6	----	27.4	----	79/942	719/44.2		38.0					WWNC
2. WKSF-F	(CHR)	52/19.5	----	18.1	----	20.7	----	110/1205	547/33.6		36.2					WKSF-F
3. WMYI-F	(AC)	30/11.2	----	9.4	----	10.8	----	90/940	406/25.0		20.1					WMYI-F
4. WESC-F	(C)	17/ 6.4	----	9.1	----	7.1	----	56/729	229/14.1		17.2					WESC-F
5. WSPA-F	(EZ)	11/ 4.1	----	5.8	----	6.6	----	31/436	106/ 6.5		9.4					WSPA-F
WISE	(BB)	11/ 4.1	----	6.5	----	2.9	----	11/140	140/ 8.6		11.8					WISE
7. WCKZ-F	(CHR)	7/ 2.6	----	2.5	----	----	----	29/345	82/ 5.0		3.2					WCKZ-F
8. WSKY	(AC)	6/ 2.2	----	0.7	----	1.7	----	7/168	138/ 8.5		8.1					WSKY
9. WFBC-F	(AC)	5/ 1.9	----	1.1	----	2.5	----	12/218	75/ 4.6		4.1					WFBC-F
WTOO	(REL)	5/ 1.9	----	4.3	----	1.7	----	6/162	103/ 6.3		6.7					WTOO

12+ FM SHARE (METRO): 59.46% (132 of 222) (SPG 89: 62.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSF-F	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F<	1 WMYI-F	1 WWNC	1 WWNC >>	1 WWNC	1 WKSF-F>	1 WKSF-F>>	1 WWNC >>
2	2 WMYI-F>	2 WMYI-F	2 WMYI-F	WWNC	2	2 WKSF-F>	2 WKSF-F>	2 WWNC	2 WWNC >>	2 WKSF-F
3	3 WWNC	3 WWNC >>	3 WWNC	WKSF-F	3	3 WMYI-F	3 WMYI-F	3 WMYI-F	3 WMYI-F>	3
4	4 WESC-F	4 WESC-F	4	4	4	4	4	4	4 WESC-F	4
5	5	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>>	1 WMYI-F	1 WWNC
2 WMYI-F>	2 WMYI-F>	2 WMYI-F>	2 WWNC	2 WMYI-F>
3 WESC-F	3 WWNC >	3 WWNC >>	3	3 WKSF-F
WCKZ-F	4 WESC-F	4 WESC-F>	4	4
WWNC	5	5	5	5
6	6	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSF-F>>	1 WKSF-F>>	1 WKSF-F>	1 WKSF-F>>	1 WKSF-F
2 WESC-F>>	2 WMYI-F>	2 WMYI-F>>	2 WMYI-F>	2 WMYI-F
3 WBKR-F	3 WESC-F>	3 WFBC-F	3 WWNC >	3 WWNC
WMYI-F	4 WWNC	WWNC >>	4 WESC-F	4
WCKZ-F	5	5	5	5
WWNC	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		59 (2)	59 (2)	26.6	21.3
AOR/CLASSIC		3 (1)	3 (1)	1.4	3.8
AC/OLDIES/SOFT ROCK	6 (1)	35 (2)	41 (3)	18.5	12.3
MOR/VARIETY					8.5
COUNTRY	67 (2)	18 (2)	85 (4)	38.3	34.0
BLACK/URBAN					3.0
BEAUTIFUL/EASY		11 (1)	11 (1)	5.0	6.8
NEWS/TALK					
NOSTALGIA	11 (1)		11 (1)	5.0	
RELIGION/GOSPEL	6 (2)	3 (1)	9 (3)	4.1	9.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		3 (1)	3 (1)	1.4	0.9
UNKNOWN/OTHERS					
	90 (6)	132 (10)	222 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHBK	1460	Marshall	0.4/1.8/ 1/ 29
WMIT-F	106.9	Black Mountain	1.1/6.3/ 23/ 521
WBBO-F	93.3	Forest City	1.1/2.7/ 9/ 177
WESC	660	Greenville	0.4/0.7/ 6/ 63
WIVK-F	107.7	Knoxville	0.4/1.6/ 5/ 86
WXRC-F	95.7	Hickory	1.1/2.6/ 9/ 166

RADIO STATIONS

WISE, 1310, 5 KW/1 KW (DA-N), NOSTALGIA	SMN , $ 12.00 (---)		Don Taylor
WSKY, 1230, 1 KW , AC	CBS , $ 10.00 (---)		Zeb Lee
WTOO, 1380, 5 KW/1 KW (DA-N) , RELIGION	MBS , $ 8.00 (---)	GHB	Wayne Lisenbee
WWNC, 570, 5 KW (DA-N) , COUNTRY	ABC I,UNIULT , $ 42.00 (McGuild)	Heritage-Polaack	Dick Cullom
WKSF-F, 99.9, 48 KW @ 2620, CHR	ABC C , $ 40.00 (McGuild)	Heritage-Polaack	Dick Cullom
WMIT-F, 106.9, 36 KW @ 3050, RELIGION	ABC I , $ 15.00 (---)		Edna Edwards

OTHER RANKED STATIONS — See Greenville or Charlotte

ATLANTA

Arbitron Rank/Pop (12+): 12/2,305,200

MSA Rank/Pop: 10/2,804,100
ADI # 12
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 25/23
Diaries: 1950/118261/51.9%
Sample Target: 1840
% Below Line: 0.6
% Not Listed: 9.3

1989 Revenue: $112,000,000
HH Inc.: $31,892
Retail $: 22.3 Bil
Pop per Station: 100,226
#1 Biller: WSB $13,300,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WVEE-F	(B)	616/15.1	14.0	13.1	14.4	9.9	14.1	658/4973	4412/19.1	18.5	17.1		18.9	782	6092	WVEE-F
2. WAPW-F	(CHR)	432/10.6	9.4	8.1	9.5	9.4	9.4	542/6582	5069/22.0	19.3	21.2		11.5	476	5274	WAPW-F
3. WPCH-F	(EZ)	333/ 8.2	8.1	8.7	6.6	8.1	7.9	376/4486	3857/16.7	18.2	16.9		5.7	236	3182	WPCH-F
4. WSB -F	(AC)	332/ 8.1	10.9	8.6	9.5	9.6	9.3	393/5779	4900/21.3	22.7	22.5		9.4	388	4756	WSB -F
5. WKLS-F	(AOR)	280/ 6.9	5.4	7.0	6.8	5.8	6.5	348/4715	3693/16.0	16.6	16.5		9.0	373	4070	WKLS-F
6. WSB	(MOR)	273/ 6.7	7.1	7.6	5.8	7.3	6.8	297/4427	3863/16.8	21.1	19.2		5.1	213	3367	WSB
7. WFOX-F	(O)	261/ 6.4	5.3	5.8	5.3	5.2	5.7	345/4883	3656/15.9	16.5	15.6		5.7	235	3378	WFOX-F
8. WYAY-FF	(C)	229/ 5.6	4.8	5.5	4.6	8.2	5.1	444/4507	2857/12.9	13.4	20.4		6.0	183	2923	WYAY-AF
9. WKHX-F	(C)	185/ 4.5	5.3	4.7	7.1	7.7	5.4	236/3262	2357/10.2	11.0	15.0		3.5	144	2001	WKHX-F
10. WZGC-F	(CL AOR)	150/ 3.7	3.8	4.7	6.1	5.7	4.6	163/2943	2695/11.7	14.0	14.9		4.0	165	2244	WZGC-F
11. WGST	(N/T)	133/ 3.3	3.5	3.5	2.6	3.4	3.2	142/1882	1800/ 7.8	10.2	10.2		3.3	137	1654	WGST
12. WSTR-F	(AC)	129/ 3.2	2.8	3.6	4.3	3.2	3.5	139/3135	2791/12.1	13.5	14.8		2.5	103	2056	WSTR-F
13. WAOK	(REL/G)	113/ 2.8	3.4	3.7	3.4	2.8	3.3	113/1276	1264/ 5.5	6.3	6.8		3.3	137	1613	WAOK
14. WQXI	(BB)	44/ 1.1	0.4	0.2	0.2	0.1	0.5	44/491	485/ 2.1	0.8	0.8		0.6	23	505	WQXI
15. WCNN	(N/T)	37/ 0.9	0.9	1.0	0.5	0.7	0.8	37/1316	1222/ 5.3	5.0	4.5		0.7	27	728	WCNN

12+ FM SHARE (METRO): 81.47% (3012 of 3697) (SPG 89: 82.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPW-F>>	1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>	1 WVEE-F>	1 WPCH-F	1 WVEE-F>	1 WVEE-F	1 WVEE-F	1 WVEE-F>>	1 WVEE-F>
2 WVEE-F>>	2 WAPW-F	2 WAPW-F<	2 WSB -F	2 WSB -F	2 WSB >	2 WAPW-F<	2 WAPW-F<	2 WAPW-F>	2 WAPW-F>	2 WSB >
3 WKLS-F	3 WKLS-F	3 WSB -F	3 WFOX-F	3 WFOX-F	3 WSB -F	3 WSB	3 WPCH-F<	3 WSB -F	3 WSB	3 WYAY-F
4	4 WSB -F>	4 WKLS-F	4 WAPW-F<	4 WPCH-F	4 WFOX-F	4 WSB -F<	4 WSB -F>	4 WPCH-F<	4 WKLS-F	4 WKLS-F
5	5 WZGC-F	5 WFOX-F	5 WPCH-F	5 WYAY-AF	5 WVEE-F	5 WPCH-F	5 WKLS-F	5 WKLS-F	5 WSB -F	5 WSB -F
6	6 WYAY-AF	6 WYAY-AF	WKLS-F	6 WAPW-F<	6 WYAY-AF	6 WYAY-AF	6 WSB	6 WFOX-F	6 WFOX-F<	WPCH-F
7	7 WFOX-F	7 WPCH-F	7 WYAY-AF	7 WKLS-F<	7 WKHX-F	7 WFOX-F<	7 WFOX-F	7 WYAY-AF	7 WPCH-F	7 WAPW-F
8	8	8 WZGC-F	8 WZGC-F	8 WSB	8 WGST	8 WKLS-F	8 WYAY-AF	8 WSB	8 WYAY-AF	8
9	9	9	9 WSB	9	9	9	9 WKHX-F	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WVEE-F>	1 WVEE-F>>	1 WVEE-F>>	1 WVEE-F>	1 WVEE-F>
2 WAPW-F>>	2 WAPW-F>	2 WSB -F>	2 WSB -F<	2 WSB -F
3 WKLS-F>	3 WSB -F>	3 WAPW-F>	3 WAPW-F>	3 WPCH-F
4 WKHX-F	4 WKLS-F	4 WYAY-AF	4 WPCH-F<	4 WFOX-F
5 WYAY-AF	5 WYAY-AF	5 WFOX-F	5 WFOX-F	5 WYAY-AF
6 WSB -F	6 WFOX-F	6 WSTR-F<	6 WYAY-AF	WAPW-F>
7 WFOX-F	7 WKHX-F	7 WKLS-F<	7 WKLS-F<	7 WSTR-F<
8	8 WZGC-F	8 WZGC-F	8 WSTR-F	8 WKHX-F
9	9 WSTR-F	9	9 WKHX-F	9
10		10		10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPW-F	1 WVEE-F	1 WVEE-F	1 WVEE-F	1 WVEE-F
2 WKLS-F<	2 WKLS-F	2 WKLS-F>	2 WKLS-F	2 WKLS-F
3 WVEE-F>>	3 WAPW-F>	3 WZGC-F	3 WAPW-F	3 WSB -F<
4 WSB -F>	4 WSB -F	4 WSB -F	4 WSB -F	4 WFOX-F
5 WYAY-AF	5 WZGC-F	5 WAPW-F>	5 WFOX-F	5 WSB <
6	6	6 WFOX-F<	6 WZGC-F	6 WZGC-F
7	7	7 WYAY-AF	7 WYAY-AF	7 WYAY-AF
8	8	8 WSTR-F	WSB	8 WAPW-F
9	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		432 (1)	432 (1)	11.7	10.5
AOR/CLASSIC		430 (2)	430 (2)	11.6	12.9
AC/OLDIES/SOFT ROCK		746 (4)	746 (4)	20.2	20.4
MOR/VARIETY	273 (1)		273 (1)	7.4	8.2
COUNTRY	6 (1)	442 (5)	448 (6)	12.1	14.3
BLACK/URBAN	34 (1)	616 (1)	650 (2)	17.6	18.6
BEAUTIFUL/EASY		333 (1)	333 (1)	9.0	9.1
NEWS/TALK	170 (2)		170 (2)	4.6	4.7
NOSTALGIA	44 (1)		44 (1)	1.2	
RELIGION/GOSPEL	127 (2)	13 (1)	140 (3)	3.8	0.8
SPANISH					
CLASSICAL	17 (1)		17 (1)	0.5	
JAZZ/NEW AGE					
UNKNOWN/OTHERS	14 (1)		14 (1)	0.4	0.5
	685 (10)	3012 (15)	3697 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFS	920	Atlanta	0.3/0.9/ 14/ 212
WALR-F	104.7	Athens/Atlanta	0.6/2.6/ 45/ 939
WCHK-F	105.7	Canton/Atlanta	0.4/1.0/ 15/ 284
WGKA	1190	Atlanta	0.4/0.9/ 17/ 210
WIGO	1340	Atlanta	0.8/2.5/ 34/ 573
WKHX	590	Atlanta	0.1/0.9/ 8/ 218
WYZE	1480	Atlanta	0.3/0.9/ 14/ 214
WNGC-F	95.5	Athens	0.3/1.0/ 71/ 705
WVFJ-F	93.3	Manchester	0.3/1.7/ 23/ 514

RADIO STATIONS

AM STATIONS

WAOK,	1380,	5 KW ,	Gospel/Black	NBN NBC,	$ 50.00	(Mc-Guild)	Summit	Rick Mack
WCNN,	680,	50 KW/10 KW (DA-N),	News	CNN NBC,	$ 41.00	(HNWH)		Rob Jackson
WGKA,	1190,	10 KW (DAYS) ,	Classical	,	$ 36.00	(CMBS)		Ethel Holley
WGST,	640,	50 KW/1 KW (DA-2) ,	News/Talk	ABC I MBS,	$ 84.00	(Eastman)	Jacor	John Lauer
WIGO,	1340,	1 KW ,	Black	SBN,	$ 38.00	(Roslin)		Vern Catron
WKHX,	590,	5 KW (DA-N) — See WKHX-FM						
WNIV,	970,	5 KW (DAYS, DA) ,	Religion	,	$ 22.00	(——)		Bob Camerra
WQXI,	790,	5 KW/1 KW (DA-N) -- See WSTR-FM						
WSB ,	750,	50 KW ,	Full Service	APR APR,	$195.00	(Christal)	Cox	Bob Neil

FM STATIONS

WAPW,	99.7,	100 KW @ 1032 ,	CHR	,	$170.00	(Durpetti)	Susquehanna	Bill Phippen
WFOX,	97.1,	100 KW @ 1570 ,	Oldies	,	$154.00	(MMR)	Shamrock	Eddie Esserman
WKHX,	101.5,	100 KW @ 984 ,	Country	,	$179.00	(Republic)	Cap Cities/ABC	Vern Ore
WKLS,	96.1,	100 KW @ 984 ,	AOR	,	$180.00	(Katz)	Great American	Tom Connolly
WPCH,	94.9,	100 KW @ 984 ,	EZ	CBS,	$169.00	(Eastman)	Jacor	John Lauer
WSB ,	98.5,	100 KW @ 1022 ,	AC	,	$220.00	(Christal)	Cox	Bob Neil
WSTR,	94.1,	100 KW @ 1022 ,	AC	,	$163.00	(Banner)	Jeff-Pilot	Clarke Brown
WVEE,	103.3,	100 KW @ 1022 ,	Black	SOURCE,	$198.00	(Mc-Guild)	Summit	Rick Mack
WYAI,	104.1,	60 KW @ 1218 — Simulcast with WYAY (licensed to LaGrange)						
WYAY,	106.7,	100 KW @ 1400 ,	Country	,	$130.00	(MMR)	NewCity(GAINESVILLE)	Bob Green
WZGC,	92.9,	100 KW @ 914 ,	Classic AOR	,	$149.00	(HNWH)	Cook Inlet	Dave Meszaros

ATLANTIC CITY

Arbitron Rank/Pop (12+): 163/182,300
MSA Rank/Pop: 151/309,300
Philadelphiad ADI
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 27/9
Diaries: 613/297:1/42.7%
Sample Target: 550
% Below Line: 30.7
% Not Listed: 16.4

1989 Revenue: $7,500,000
HH Inc.: $25,262
Retail $: 1.9 Bil
Pop per Station: 20,255
#1 Biller: WAYV-F $2,600,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WFPG-F	(EZ)	34/10.5	10.0	8.8	12.3	14.2	----	45/525	410/22.5	21.9	19.9					WFPG-F
2. WAYV-F	(AC)	28/ 8.7	10.0	14.4	13.3	17.7	----	37/523	434/23.8	25.5	31.2					WAYV-F
3. WXTU-F	(C)	22/ 6.8	2.9	4.4	4.3	3.8	----	26/245	205/11.2	7.0	8.4					WXTU-F
WRDR-F	(BB)	22/ 6.8	6.5	3.8	2.5	4.4	----	24/174	159/ 8.7	9.1	7.7					WRDR-F
5. WUSS	(B)	21/ 6.5	7.9	5.6	4.6	1.3	----	23/244	214/11.7	10.8	10.4					WUSS
6. WMID	(BB)	17/ 5.3	5.3	6.2	7.7	7.9	----	26/293	200/11.0	13.4	10.8					WMID
WOND	(B)	17/ 5.3	0.3	1.2	0.9	0.9	----	21/264	209/11.5	5.1	5.7					WOND
WMGM-F	(CHR)	17/ 5.3	5.3	7.6	8.3	6.3	----	25/446	297/16.3	15.7	19.5					WMGM-F
9. WMMR-F	(AOR)	16/ 5.0	4.4	5.3	4.0	6.3	----	18/326	250/13.7	15.4	15.1					WMMR-F
10. WZXL-F	(AOR)	9/ 2.8	6.5	4.4	4.6	2.8	----	29/393	191/10.5	15.3	11.5					WZXL-F
WMID-F	(AC)	9/ 2.8	3.2	3.8	5.6	3.2	----	11/242	183/10.0	9.4	11.6					WMID-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 75.19% (203 of 270) (SPG 89: 79.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSS	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WAYV-F	1 WFPG-F	1 WFPG-F	1 WFPG-F>	1 WFPG-F>	1 WUSS >	1 WUSS
2 WMGM-F>	2 WMMR-F	2 WMMR-F	2 WFPG-F	2 WFPG-F	2 WRDR-F<	2 WOND	2 WXTU-F	2 WXTU-F	2 WAYV-F	2 WFPG-F>
3 WIOQ-F	3 WMGM-F	3 WFPG-F	3 WMMR-F>	3 WXTU-F	3 WXTU-F	3 WMID	3 WRDR-F	3 WAYV-F	3 WRDR-F	3
WAYV-F>	4 WZXL-F	4 WMGM-F	4 WXTU-F	4 WMMR-F>	4 WOND	WAYV-F	WAYV-F<	4 WUSS	4 WMGM-F	4
5 WUSL-F	5 WUSS	5 WUSS	5 WZXL-F	5 WUSS	5 WMID	5 WRDR-F	5 WOND	5 WMMR-F	5 WUSL-F	5
6	6 WMID-F	6	WMGM-F	6	6 WAYV-F	6	6	WRDR-F	WMMR-F	6
	WFPG-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WUSS	1 WAYV-F>	1 WAYV-F>>	1 WAYV-F>	1 WAYV-F		1 WMMR-F>	1 WMMR-F>	1 WMMR-F	1 WMMR-F>>	1 WMMR-F>
WMGM-F>	2 WMGM-F	2 WMGM-F	2 WFPG-F	2 WFPG-F		2 WKTU-F>	2 WZXL-F	2 WZXL-F	2 WAYV-F	2 WFPG-F
3 WMID	3 WUSS	WFPG-F>	3 WUSS	3 WXTU-F>		3 WMID-F	WMID-F	WAYV-F	3 WZXL-F	3 WXTU-F
WAYV-F	4 WFPG-F>	4 WZXL-F	WMGM-F>	4 WUSS		WMGM-F>>	WAYV-F	4 WYSP-F	WMID-F	4 WZXL-F>>
5	5 WZXL-F	WXTU-F	5 WXTU-F	WMGM-F		5	5	WMID-F	5 WFPG-F	5 WAYV-F
6	6	WMMR-F	6	6		6	6	6	6	6
		WUSS >>								

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		26 (4)	26 (4)	9.6	15.6
AOR/CLASSIC		35 (4)	35 (4)	13.0	12.5
AC/OLDIES/SOFT ROCK		49 (6)	49 (6)	18.1	26.6
MOR/VARIETY					0.7
COUNTRY		22 (1)	22 (1)	8.1	5.2
BLACK/URBAN	38 (2)	7 (1)	45 (3)	16.7	9.7
BEAUTIFUL/EASY	6 (1)	36 (2)	42 (3)	15.6	13.8
NEWS/TALK	6 (2)	1 (1)	7 (3)	2.6	3.1
NOSTALGIA	17 (1)	22 (1)	39 (2)	14.4	11.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		5 (1)	5 (1)	1.9	1.0
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	67 (6)	203 (21)	270 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFPG	1450	Atlantic City	1.9/6.8/ 6/ 143
WBSS-F	97.3	Millville/Vnlnd	0.6/5.7/ 10/ 204
WCAU	1210	Philadelphia	0.3/3.0/ 4/ 100
WEAZ-F	101.1	Philadelphia	0.6/3.9/ 2/ 83
WEGX-F	106.1	Philadelphia	0.3/2.6/ 2/ 65
WIOQ-F	102.1	Philadelphia	1.5/5.4/ 5/ 127
WIP	610	Philadelphia	1.5/4.7/ 8/ 125
WKSZ-F	100.3	Media	1.2/3.0/ 4/ 98
WKTU-F	98.3	Ocean City	1.9/5.5/ 12/ 200
WMGK-F	102.9	Philadelphia	0.6/4.1/ 2/ 91
WOGL-F	98.1	Philadelphia	1.5/4.4/ 5/ 84
WSLT-F	106.3	Ocean Cty/Smrs	1.5/5.0/ 19/ 225
WSNI-F	104.5	Philadelphia	0.3/0.0/ 1/ 35
WUSL-F	98.9	Philadelphia	2.2/0.0/ 9/ 148
WWDB-F	96.5	Philadelphia	0.3/1.7/ 1/ 51
WYSP-F	94.1	Philadelphia	1.5/6.3/ 5/ 127

RADIO STATIONS

WFPG ,	1450,	1 KW	-- See WFPG-FM				
WMID ,	1340,	1 KW	, Nostalgia	NBC TALKNT, $15.00	(Republic)		Bill Musser
WOND ,	1400,	1 KW	, Nostalgia (?)	ABC E MBS, $14.00	(Mc-Guild)		Dick Irland
WUSS ,	1490,	1 KW/250 W	, Black	NBN, $15.00	(K & P)		Kevin Hall
WAYV-F ,	95.1,	50 KW @ 330	, Contemp/AC	, $40.00	(Katz)	Ragan Henry	Violet Trofa
WFPG-F ,	96.9,	50 KW @ 390	, EZ/Soft AC	, $34.00	(Eastman)	Hartstone/Dickstein	Dick Taylor
WMGM-F ,	103.7,	50 KW @ 395	, CHR	, $23.00	(Mc-Guild)		Dick Irland
WMID-F ,	99.3,	3 KW @ 290	, AC	, $18.00	(Republic)		Bill Musser
WRDR-F ,	104.9,	3 KW @ 280	, Nostalgia	APR, $12.00	(---)	(EGG HARBOR)	John DeMasi
WSLT-F ,	106.3,	3 KW @ 326	, Classical	UPI, $20.00	(Groskin)	(OCEAN CITY)	Neely Crowley
WZXL-F ,	100.7,	38 KW @ 330	, AOR	, $15.00	(Durpetti)	(WILDWOOD)	Ray Martin

Other ranked stations -- see Philadelphia

AUGUSTA

Arbitron Rank/Pop (12+): 107/332,700

MSA Rank/Pop: 115/405,500
ADI # 110
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 18/16
Diaries: 868/383:1/51.7%
Sample Target: 730
% Below Line: 0.8
% Not Listed: 10.1

1989 Revenue: $9,100,000
HH Inc.: $24,982
Retail $: 2.5 Bil
Pop per Station: 20,793
#1 Biller: WBBQ-AF $3,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WBBQ-AF (CHR)	138/23.1	----	25.3	----	28.6	----	180/1890	1389/41.7		45.7		26.4	167	1871	WBBQ-AF
2. WFXA-F (B)	87/14.6	----	13.7	----	11.6	----	94/852	764/23.0		21.2		20.6	130	1066	WFXA-F
3. WZNY-F (AC)	62/10.4	----	10.5	----	12.4	----	74/1051	828/24.9		25.2		8.9	56	740	WZNY-F
4. WKXC-F (C)	54/ 9.1	----	8.1	----	3.1	----	80/810	536/16.1		15.7		10.8	68	617	WKXC-F
5. WGUS-F (C)	40/ 6.7	----	5.6	----	5.6	----	44/513	457/13.7		13.3		0.3	2	43	WGUS-F
6. WRXR-F (AOR)	39/ 6.5	----	8.8	----	6.0	----	47/525	456/13.7		14.9		8.7	55	627	WRXR-F
7. WCNA-F (EZ)	27/ 4.5	----	4.4	----	2.3	----	27/289	279/ 8.4		8.2		3.2	20	226	WCNA-F
8. WKZK (G)	25/ 4.2	----	2.5	----	3.5	----	27/213	204/ 6.1		4.3		2.7	17	122	WKZK
9. WGAC (MOR)	19/ 3.2	----	2.6	----	3.7	----	19/291	282/ 8.5		6.5		1.7	11	176	WGAC
10. WMTZ-F (AC)	16/ 2.7	----	3.3	----	3.1	----	20/319	285/ 8.6		9.8		1.9	12	179	WMTZ-F
11. WRDW-F (B)	9/ 1.5	----	2.1	----	6.4	----	17/261	139/ 4.2		5.5		2.8	18	237	WRDW-F

12+ FM SHARE (METRO): 88.43% (474 of 536) (SPG 89: 91.89%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFXA-F	1 WBBQ-AF>>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WBBQ-AF>>	1 WFXA-F	1 WFXA-F>>
2 WBBQ-AF	2 WFXA-F	2 WFXA-F	2 WZNY-F	2 WZNY-F	2 WKXC-F>	2 WFXA-F	2 WZNY-F	2 WFXA-F	2 WBBQ-AF>>	2 WBBQ-F
3	3 WZNY-F	3 WZNY-F>	3 WFXA-F	3 WFXA-F	3 WFXA-F	3 WZNY-F>	3 WFXA-F	3 WZNY-F	3 WRXR-F	3 WZNY-F>
4	4 WRXR-F	4 WRXR-F	4 WKXC-F	4 WKXC-F	4 WGUS-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WKXC-F	4 WGUS-F
5	5	5 WKXC-F	5	5	5 WCNA-F	5 WGUS-F	5	5 WRXR-F	5	WCNA-F
6	6	6	6	6	6 WZNY-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBBQ-AF>>	1 WBBQ-AF>	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF	1 WBBQ-AF>	1 WBBQ-AF>	1 WBBQ-AF>
2 WFXA-F	2 WZNY-F	2 WZNY-F>	2 WZNY-F	2 WZNY-F>	2 WRXR-F	2 WRXR-F	2 WRXR-F	2 WFXA-F<	2 WKXC-F
3 WZNY-F>	3 WFXA-F	3 WFXA-F>	3 WFXA-F>>	3 WFXA-F	3 WFXA-F>>	3 WFXA-F>	3 WZNY-F>	3 WRXR-F>	WFXA-F
4 WRXR-F>	4	4 WMTZ-F	4 WKXC-F	4 WKXC-F>	4 WGUS-F>	4 WZNY-F	4 WFXA-F<	4 WZNY-F	4 WZNY-F
5 WGUS-F>	5	5 WKZK	WGUS-F	5 WGUS-F	5 WRDW-F>	5	5 WKXC-F	WKXC-F	5 WRXR-F
6	6	WKXC-F>	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	6 (1)	132 (1)	138 (2)	25.7	28.4
AOR/CLASSIC		39 (1)	39 (1)	7.3	9.7
AC/OLDIES/SOFT ROCK		78 (2)	78 (2)	14.6	15.3
MOR/VARIETY	25 (2)		25 (2)	4.7	2.9
COUNTRY		100 (4)	100 (4)	18.7	16.8
BLACK/URBAN		98 (3)	98 (3)	18.3	18.9
BEAUTIFUL/EASY		27 (1)	27 (1)	5.0	4.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	29 (2)		29 (2)	5.4	3.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	
	62 (6)	474 (12)	536 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFAM	1050	Augusta	0.7/2.2/ 4/ 84
WNTA	1550	Augusta	0.3/1.7/ 2/ 57
WTHO-F	101.7	Thomson	0.5/2.8/ 10/ 180
WTWA	1240	Thomson	1.0/1.5/ 6/ 59
WCOS-F	97.9	Columbia	0.5/1.7/ 10/ 156
WWDM-F	101.3	Sumter	0.3/2.7/ 18/ 243

RADIO STATIONS

WGAC, 580, 5 KW/1 KW (DA-N), MOR	CBS , $ 14.00 (Repubic)			Warren Watkins
WKZK, 1600, 500 W (DAYS) , GOSPEL	SBN , $ 11.00 (----)			Walter Robinson
WBBQ-F, 104.3, 100 KW @ 1003, CHR	ABC C , $ 75.00 (Eastman)			E. Florie
WCNA-F, 98.3, 1.4 KW @ 484, EZ	APR , $ 14.00 (----)		(CLEARWATER, SC)	Wayne Farmer
WFXA-F, 103.1, 3 KW @ 300, BLACK	CBS, ABC I , $ 25.00 (Katz)	Davis		Bill Jaeger
WGUS-F, 102.3, 3 KW @ 328, COUNTRY	UNIULT , $ 22.00 (Republic)	HVS		Victor Diehm
WKXC-F, 99.5, 23 KW @ 728, COUNTRY	SBN , $ 20.00 (McGuild)		(AIKEN, SC)	Deane Hargrove
WMTZ-F, 94.3, 3 KW @ 300, OLDIES	UNIULT , $ 13.00 (K & P)		(MARTINEZ)	Bill Barry
WRDW-F, 96.7, 1 KW @ 515, BLACK	, $ 9.00 (K & P)		(WRENS)	Veronica Cunningham
WRXR-F, 96.3, 25 KW @ 900, AOR	ABC R , $ 21.00 (HNWH)		(AIKEN, SC)	Tom Plak
WZNY-F, 105.7, 100 KW @ 1167, AC	APR, UNIPWR, $ 48.00 (Christal)	Sunny		Chris Pellegrino

AUSTIN

Arbitron Rank/Pop (12+): 59/634,000
MSA Rank/Pop: 66/775,200
ADI # 71
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 25/18
Diaries: 1188/534:1/51.7%
Sample Target: 1000
% Below Line: 3.7
% Not Listed: 17.7

1989 Revenue: $23,000,000
HH Inc.: $27,114
Retail $: 4.9 Bil
Pop per Station: 35,222
#1 Biller: KASE-F $4,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KASE-F	(C)	153/14.5	17.0	15.4	12.7	13.4	14.9	212/2373	1816/28.6	24.7	23.6		15.4	178	1526	KASE-F
2. KLBJ-F	(AOR)	99/ 9.4	7.9	10.6	9.2	8.7	9.3	128/1739	1438/22.7	22.1	22.7		14.0	162	1988	KLBJ-F
3. KHFI-F	(CHR)	91/ 8.6	6.3	6.6	6.0	7.0	6.9	95/1361	1275/20.1	18.3	20.8		9.1	105	1472	KHFI-F
4. KKMJ-F	(AC)	80/ 7.6	9.5	7.8	7.0	7.2	8.0	94/1249	1123/17.7	18.9	17.1		5.3	61	670	KKMJ-F
5. KBTS-F	(CHR)	78/ 7.4	8.5	9.0	10.2	11.0	8.8	131/2237	1468/23.2	23.6	26.4		10.2	118	2103	KBTS-F
6. KPEZ-F	(CL AOR)	53/ 5.0	4.1	4.1	4.3	4.5	4.4	58/989	903/14.2	11.5	13.4		5.1	59	1238	KPEZ-F
KLBJ	(N/T)	53/ 5.0	4.0	4.2	4.3	4.3	4.4	58/1017	874/13.8	15.6	13.4		4.1	47	639	KLBJ
8. KEYI-F	(AC)	47/ 4.4	3.6	4.2	4.6	5.5	4.2	52/1087	945/14.9	13.6	13.5		1.8	21	477	KEYI-F
9. KQFX-F	(O)	38/ 3.6	4.4	2.2	3.1	4.4	3.3	45/772	682/10.8	7.9	11.3		4.3	50	580	KQFX-F
10. KLTD-F	(O)	30/ 2.8	2.0	2.4	3.2	2.3	2.6	72/901	532/ 8.4	7.4	7.9		2.7	31	442	KLTD-F
11. KVET	(C)	29/ 2.7	2.2	2.6	2.2	2.3	2.4	31/570	535/ 8.4	6.2	7.7		1.6	18	273	KVET
12. KGSR-F	(J/NA)	23/ 2.2	2.6	2.2	2.9	2.4	2.5	26/519	512/ 8.1	7.0	6.9		3.0	35	461	KGSR-F
13. KTXZ	(SP)	17/ 1.6	1.9	1.9	1.6	1.3	1.8	17/202	183/ 2.9	2.7	1.8		0.5	6	125	KTXZ
14. KAPT-F	(EZ)	13/ 1.2	1.9	2.3	2.4	1.3	2.0	13/423	377/ 5.9	5.8	6.9		2.0	23	421	KAPT-F

12+ FM SHARE (METRO): 83.45% (726 of 870) (SPG 89: 84.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHFI-F	1 KLBJ-F	1 KASE-F	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F>	1 KASE-F	1 KASE-F>	1 KHFI-F<	1 KASE-F>
2 KBTS-F>>	2 KASE-F	2 KLBJ-F>	2 KLBJ-F	2 KKMJ-F<	2 KKMJ-F	2 KLBJ-F	2 KLBJ-F	2 KLBJ-F<	2 KASE-F	2 KLBJ >
3 KASE-F>	3 KHFI-F	3 KKMJ-F<	3 KKMJ-F>	3 KLBJ-F>	3 KLBJ >	3 KKMJ-F<	3 KKMJ-F	3 KHFI-F<	3 KBTS-F	3 KLBJ-F<
4	4 KBTS-F<	4 KHFI-F	4 KPEZ-F	4 KPEZ-F	4 KVET	4 KBTS-F	4 KHFI-F>	4 KBTS-F	4 KLBJ-F>	4 KHFI-F
5	5 KPEZ-F	5 KPEZ-F<	5 KHFI-F	5 KHFI-F	5 KLBJ-F	5 KHFI-F<	5 KPEZ-F	5 KKMJ-F	5 KLBJ	5
6	6 KKMJ-F	6 KBTS-F	6 KQFX-F<	6 KQFX-F<	KEYI-F	6 KLBJ	6 KEYI-F	6	6	6
7	7	7	7 KBTS-F	7 KBTS-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHFI-F	1 KASE-F<	1 KASE-F	1 KASE-F>	1 KASE-F	1 KLBJ-F>>	1 KLBJ-F>>	1 KLBJ-F>	1 KLBJ-F>	1 KASE-F
2 KASE-F	2 KHFI-F>	2 KHFI-F	2 KKMJ-F<	2 KKMJ-F>	2 KPEZ-F	2 KPEZ-F	2 KPEZ-F	2 KASE-F	2 KLBJ-F>
3 KBTS-F	3 KBTS-F	3 KKMJ-F	3 KHFI-F>	3 KHFI-F	KASE-F	KASE-F>	KASE-F>	3 KPEZ-F>	3 KPEZ-F>
4 KLBJ-F	4 KKMJ-F<	4 KQFX-F	4 KBTS-F<	4 KQFX-F	4 KHFI-F>	4 KHFI-F	4 KHFI-F	4 KHFI-F<	4 KKMJ-F
5 KKMJ-F	5 KLBJ-F	KBTS-F	5 KLBJ-F	KEYI-F	5 KBTS-F	5 KBTS-F	5 KBTS-F	5 KKMJ-F	5 KLBJ
6 KEYI-F	6 KEYI-F	6 KLBJ-F	6 KEYI-F	6 KLBJ-F	6	6	6 KKMJ-F	KBTS-F	KBTS-F
7	7	KEYI-F	7	7	7	7	7 KLBJ	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		169 (2)	169 (2)	19.4	22.3
AOR/CLASSIC		162 (3)	162 (3)	18.6	16.7
AC/OLDIES/SOFT ROCK		195 (4)	195 (4)	22.4	24.0
MOR/VARIETY					
COUNTRY	38 (3)	153 (1)	191 (4)	22.0	19.4
BLACK/URBAN					
BEAUTIFUL/EASY		13 (1)	13 (1)	1.5	3.2
NEWS/TALK	73 (4)		73 (4)	8.4	6.3
NOSTALGIA	5 (1)		5 (1)	0.6	
RELIGION/GOSPEL					1.4
SPANISH	21 (2)	7 (1)	28 (3)	3.2	3.2
CLASSICAL					
JAZZ/NEW AGE		23 (1)	23 (1)	2.6	3.0
UNKNOWN/OTHERS	7 (1)	4 (1)	11 (2)	1.3	0.5
	144 (11)	726 (14)	870 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFON	1370	Rollingwood/Aus	0.7/2.7/ 7/ 172
KIXL	970	Del Valle/Austn	0.8/2.6/ 10/ 181
KMOW	1490	Austin	0.5/1.5/ 5/ 109
KTAE	1260	Taylor	0.7/1.8/ 8/ 161
KISS-F	99.5	San Antonio	0.9/1.8/ 11/ 148
KKYX	680	San Antonio	0.5/1.0/ 36/ 324
KOKE-F	101.7	Giddings	0.4/0.8/ 4/ 61
KSAH	720	Universal City	0.4/1.1/ 11/ 127
KZVE-F	107.5	San Antonio	0.7/1.2/ 9/ 96
WBAP	820	Ft.Worth/Dallas	0.4/1.0/ 15/ 183
WOAI	1200	San Antonio	0.5/2.8/ 10/ 325

RADIO STATIONS

KLBJ ,	590,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS, $36.00	(Eastman)			Ted Smith
KTXZ ,	1560,	2.5 KW (DA-2) ,	Hispanic	UNIULT, $13.00	(Katz Hisp.)			Joe Morales
KVET ,	1300,	5 KW/1 KW (DA-2),	Country	ABC I, $25.00	(Katz)			Ron Rogers
KAPT-F,	94.7,	100 KW @ 1257 ,	Soft AC/EZ	, $21.00	(Durpetti)		(LULING)	Mark Grubbs
KBTS-F,	93.3,	100 KW @ 1949 ,	CHR	, $58.00	(Christal)	Booth/Genesis		Gayle Shaw (KILLEEN)
KEYI-F,	103.5,	100 KW @ 1257 ,	AC	, $50.00	(Republic)	Degree	(SAN MARCOS)	Mike Scott
KGSR-F,	107.1,	46 KW @ 516 ,	Jazz/AC	, $25.00	(Mc-Guild)	Beasley	(BASTROP)	Brian Beasley
KHFI-F,	98.3,	1 KW @ 420 ,	CHR	, $45.00	(Republic)			Beverly Ray
KKMJ-F,	95.5,	100 KW @ 1001 ,	AC	, $75.00	(CBS)	Keymarket		Lon Bason
KLBJ-F,	93.7,	97 KW @ 1050 ,	AOR	, $68.00	(Eastman)			Ted Smith
KLTD-F,	99.1,	19 KW @ 1814 ,	Oldies	UNISUP UNIULT, $24.00	(Torbet)	Shamrock-Lynett		Mark Kiester (LAMPASAS)
KPEZ-F,	102.3,	3 KW @ 300 ,	Classic AOR	, $35.00	(Christal)	Clear Channel		Natalie Conner
KQFX-F,	96.7,	100 KW @ 951 ,	Oldies	, $29.00	(Banner)	Capitol-Johnson		Greg Hale (GEORGETOWN)
KASE-F,	100.7,	100 KW @ 1190 ,	Country	, $100.00	(Katz)			Ron Rogers

Miscellaneous Comments: KQFX-F sold by Capitol (Johnson) to Joyner for $13,100,000 (price included cost of WTRG-F in (Dallas)...KHFI-F sold by Encore to Spur Austin for $4,800,000 (Americom)...

BAKERSFIELD

Arbitron Rank/Pop (12+): 98/357,700

MSA Rank/Pop: 93/530,300
ADI # 142
Average Person Ratings: 15.8
Market TSL: 21.50 hours

Stations: 27/22
Diaries: 727/492:1/46.2%
Sample Target: 750
% Below Line: 3.7
% Not Listed: 14.0

1989 Revenue: $14,000,000
HH Inc.: $27,865
Retail $: 3.3 Bil
Pop per Station: 16,259
#1 Biller: KUZZ-AF $2,800,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KUZZ-AF (C)	111/19.6	18.2	18.4	18.0	15.4	----	121/1308	1074/30.0	28.8	39.4		23.7	144	1651	KUZZ-AF
2. KKXX-F (CHR)	77/13.6	13.3	13.2	11.9	6.7	----	70/1000	923/25.8	29.9	27.9		15.5	94	1207	KKXX-F
3. KGFM-F (EZ)	45/ 8.0	4.7	6.8	8.0	6.8	----	47/496	457/12.8	10.2	12.5		2.8	17	246	KGFM-F
4. KAFY (SP)	38/ 6.7	3.5	2.7	2.4	2.0	----	38/290	256/ 7.2	6.2	6.4		5.6	34	376	KAFY
5. KWAC (SP)	29/ 5.1	7.9	7.2	4.5	3.4	----	30/269	256/ 7.2	10.4	9.0		3.6	22	444	KWAC
KKBB-F (AOR)	29/ 5.1	4.4	8.9	8.0	5.2	----	29/377	367/10.3	9.5	14.2		5.3	32	396	KKBB-F
7. KERN (MOR)	24/ 4.2	4.7	6.2	5.0	4.6	----	29/425	374/10.5	12.2	11.9		4.6	28	373	KERN
8. KERN-F (O)	19/ 3.4	3.9	4.8	6.2	9.6	----	21/402	363/10.1	13.0	17.6		3.8	23	441	KERN-F
9. KRAB-F (AOR)	15/ 2.7	1.5	----	----	----	----	15/304	304/ 8.5	3.7	0.0		4.1	25	412	KRAB-F
10. KBOS-F (CHR)	12/ 2.1	2.1	1.7	2.4	2.1	----	76/932	227/ 6.3	3.6	5.8		3.1	19	270	KBOS-F
KGEO (O)	12/ 2.1	2.3	3.5	5.0	5.0	----	12/235	235/ 6.6	8.5	10.8		1.5	9	158	KGEO
12. KMYX-F (SAC)	11/ 1.9	0.5	----	----	----	----	11/170	170/ 4.8	1.3	0.0		0.2	1	36	KMYX-F
13. KLLY-F (AC)	9/ 1.6	4.9	4.8	4.5	3.3	----	12/201	192/ 5.4	12.0	11.4		4.4	27	276	KLLY-F
KIWI-F (CL)	9/ 1.6	2.5	2.1	1.4	1.5	----	12/244	181/ 5.1	5.8	4.8		1.2	7	141	KIWI-F

12+ FM SHARE (METRO): 64.61% (314 of 486) (SPG 89: 64.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKXX-F	1 KKXX-F	1 KUZZ-AF	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF>>	1 KUZZ-AF	1 KKXX-F>	1 KUZZ-F
2	2 KUZZ-AF	2 KKXX-F>	2 KKXX-F	2 KKXX-F	2 KGFM-F>>	2 KKXX-F>	2 KKXX-F	2 KKXX-F>	2 KUZZ-AF>	2 KAFY
3	3 KAFY >	3 KAFY	3 KKBB-F	KAFY <	3 KERN	3 KGFM-F<	3 KGFM-F>	3 KGFM-F>	3 KGFM-F>	3 KKXX-F
4	4 KKBB-F>	4 KKBB-F>	4 KWAC	4 KWAC	4 KWAC	4 KAFY	4 KWAC <	4 KKBB-F	4 KAFY	4 KUZZ >
5	5 KWAC	5 KWAC	5 KGFM-F	KGFM-F	5	5 KERN	5 KAFY	5 KWAC	5 KKBB-F	5 KGFM-F
6	6 KRAB-F	6	6	6 KKBB-F	6	6 KWAC	6 KKBB-F	6 KAFY	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKXX-F>>	1 KKXX-F>	1 KUZZ-AF>>	1 KUZZ-AF	1 KUZZ-AF>>	1 KAFY	1 KKXX-F<	1 KUZZ-AF>	1 KUZZ-AF>	1 KUZZ-AF>>
2 KUZZ-AF	2 KUZZ-AF>>	2 KKXX-F	2 KKXX-F>>	2 KGFM-F	2 KKXX-F>>	2 KAFY	2 KKXX-F	2 KKXX-F	2 KERN
3 KKBB-F	3 KAFY	KAFY	3 KKBB-F	KAFY	3 KUZZ-AF	3 KUZZ-AF>	3 KRAB-F	KAFY >	3 KWAC
4 KRAB-F	4 KKBB-F	4 KWAC	4 KAFY	4 KKXX-F	KKBB-F>>	4 KKBB-F	4 KAFY	4 KKBB-F	KKXX-F
KERN-F	5 KWAC	5 KKBB-F>>	5 KWAC	5 KWAC	5 KBOS-F	5 KRAB-F	5 KWAC	5	KKBB-F
KAFY >	6	6 KBOS-F	6	6 KKBB-F	KERN-F>	6	KKBB-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	18.3	23.7
AOR/CLASSIC		44 (2)	44 (2)	9.1	10.3
AC/OLDIES/SOFT ROCK	12 (1)	45 (4)	57 (5)	11.7	10.8
MOR/VARIETY	33 (3)		33 (3)	6.8	7.7
COUNTRY	41 (2)	73 (1)	114 (3)	23.5	21.3
BLACK/URBAN					
BEAUTIFUL/EASY		45 (1)	45 (1)	9.3	7.9
NEWS/TALK	4 (2)		4 (2)	0.8	
NOSTALGIA	2 (1)		2 (1)	0.4	
RELIGION/GOSPEL	3 (1)	6 (1)	9 (2)	1.9	2.6
SPANISH	72 (3)		72 (3)	14.8	12.5
CLASSICAL		9 (1)	9 (1)	1.9	2.4
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (1)	3 (1)	8 (2)	1.6	0.9
	172 (14)	314 (13)	486 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBAD	1350	Bakersfield	0.9/2.5/ 5/ 90
KERI	1180	Wasco	0.5/2.9/ 6/ 157
KHIS-F	96.5	Bakersfield	1.1/4.4/ 6/ 156
KKRV-F	102.3	Kernville	1.1/2.7/ 6/ 96
KPMC	1560	Bakersfield	0.7/3.2/ 5/ 136
KTIE-F	107.1	Bakersfield	0.5/2.0/ 3/ 73
KVIL	1140	Lake Isabella	0.9/1.4/ 5/ 49
KXEM	1590	McFarland/Bkrsf	0.9/2.7/ 6/ 120
KFI	640	Los Angeles	0.4/1.6/ 5/ 128
KFRE	940	Fresno	0.5/0.0/ 28/ 346
KMJ	580	Fresno	0.4/1.8/ 30/ 332
KMPC	710	Los Angeles	0.4/2.3/ 2/ 92

RADIO STATIONS

KAFY, 970,	1 KW/5 KW (DA-1)	, HISPANIC	UPI	, $ 20.00	(Caballero)		Mary Helen Barro
KERN, 1410,	1 KW	, NEWS/TALK	ABC I ABC T	, $ 20.00	(Christal)	American General	Roger Brandon
KGEO, 1230,	1 KW	, OLDIES	UNISUP	, $ 16.00	(McGuild)		Gary Conrad
KUZZ, 550,	5 KW (DA-2)	— SEE KUZZ-F					
KWAC, 1490,	1 KW	, HISPANIC		, $ 28.00	(Lotus)		Ed Hopple
KERN-F, 94.1,	5 KW @ 1310,	OLDIES		, $ 24.00	(Christal)	American General	Roger Brandon
KGFM-F, 101.5,	5 KW @ 1280,	EZ/BTFL	UNISUP	, $ 29.00	(McGuild)		Gary Conrad
KIWI-F, 92.1,	3 KW @ 164,	CLASSICAL		, $ 21.00	(CMBS)		Bill Cartis
KKBB-F, 97.7,	3 KW @ 328,	CLASSIC AOR		, $ 30.00	(Republic)	(SHAFTER)	
KKXX-F, 105.3,	35 KW @ 584,	CHR		, $ 34.00	(Banner)	(DELANO)	Alan Hammera
KLLY-F, 95.3,	2 KW @ 394,	AC	APR	, $ 20.00	(HNWH)	Buckley	Randy Warwick
KRAB-F, 106.3,	2 KW @ 374,	AOR	UNISUP	, $ 15.00	(---)	(GREENACRES)	
KUZZ-F, 107.9,	6 KW @ 1358,	COUNTRY		, $ 59.00	(Katz)	Buck Owens	Mel Owens
KHIS-F, 96.5,	50 KW @ 500,	RELIGION		, $ N/A	(---)		Scott Williams
KTIE-F, 107.1,	3 KW @ 160,	??		, $ N/A	(---)		

BALTIMORE

Arbitron Rank/Pop (12+): 17/2,006,100
MSA Rank/Pop: 16/2,357,500
ADI # 22
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 33/20
Diaries: 2047/980:1/56.5%
Sample Target: 1740
% Below Line: 12.7
% Not Listed: 11.5

1989 Revenue: $61,500,000
HH Inc.: $31,5280
Retail $: 16.0 Bil
Pop per Station: 100,305
#1 Biller: WWMX-F $10,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WBAL	(N/T)	322/ 8.8	7.8	7.5	9.7	9.6	8.4	337/4409	4214/21.0	18.3	23.7		6.6	249	3454	WBAL
2. WXYV-F	(B)	301/ 8.2	8.4	9.1	7.3	7.6	8.3	315/3363	3206/16.0	15.8	14.8		12.1	457	5259	WXYV-F
3. WPOC-F	(C)	250/ 6.8	6.7	5.3	6.4	6.5	6.3	283/3047	2638/13.1	11.7	12.3		5.1	194	2025	WPOC-F
4. WIYY-F	(AOR)	243/ 6.7	6.2	6.4	6.2	6.7	6.4	266/3458	3168/15.8	15.1	15.2		8.2	310	3244	WIYY-F
5. WLIF-F	(EZ)	239/ 6.5	8.0	7.9	9.1	8.6	7.9	255/3187	2973/14.8	16.3	16.7		6.6	248	2493	WLIF-F
6. WWMX-F	(AC)	224/ 6.1	6.5	7.5	6.1	7.3	6.6	234/3497	3305/16.5	19.4	17.4		6.4	242	2885	WWMX-F
7. WBSB-F	(CHR)	213/ 5.8	5.5	6.6	5.2	6.0	5.8	257/4338	3789/18.9	18.1	18.1		6.9	259	3759	WBSB-F
8. WQSR-F	(O)	181/ 5.0	4.8	5.3	4.1	2.8	4.8	190/2472	2335/11.6	14.1	10.1		4.6	174	2016	WQSR-F
9. WYST-F	(SAC)	122/ 3.3	2.8	3.1	2.3	2.3	2.9	124/1888	1818/ 9.1	9.5	8.5		1.5	55	1242	WYST-F
10. WCBM	(T)	109/ 3.0	3.3	3.2	2.9	2.6	3.1	109/1208	1208/ 6.0	5.8	5.5		2.8	106	953	WCBM
11. WBGR	(R/GOSP)	107/ 2.9	2.9	1.9	3.0	2.1	2.7	111/888	871/ 4.3	3.8	4.9		2.3	86	759	WBGR
12. WHFS-F	(AOR)	87/ 2.4	1.4	2.0	2.7	2.3	2.1	91/1614	1537/ 7.7	5.4	6.5		2.9	111	1677	WHFS-F
13. WWIN-F	(B)	80/ 2.2	2.9	2.1	2.0	2.0	2.3	80/1098	1093/ 5.4	6.8	7.8		1.9	73	1178	WWIN-F
WITH	(BB)	80/ 2.2	1.8	1.2	1.5	1.5	1.7	81/884	875/ 4.[illegible]	3.8	4.0		1.9	71	500	WITH
15. WWDC-F	(AOR)	66/ 1.8	1.4	1.6	1.3	1.6	1.5	77/1795	1525/ 7.6	6.7	7.4					WWDC-F
16. WGRX-F	(CL AOR)	65/ 1.8	2.4	2.0	3.2	2.0	2.3	97/2041	1462/ 7.3	6.9	7.8		2.8	106	1445	WGRX-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 74.09% (2394 of 3231) (SPG 89: 74.24%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBSB-F	1 WIYY-F	1 WXYV-F	1 WWMX-F	1 WWMX-F	1 WBAL >	1 WBAL >	1 WLIF-F	1 WXYV-F	1 WBAL	1 WBAL >
2 WXYV-F>>	2 WXYV-F	2 WIYY-F<	2 WXYV-F	2 WXYV-F	2 WPOC-F<	2 WPOC-F	2 WPOC-F<	2 WIYY-F	2 WXYV-F>	2 WXYV-F
3 WIYY-F	3 WWMX-F	3 WWMX-F>	3 WQSR-F	3 WQSR-F	3 WLIF-F>	3 WXYV-F	3 WWMX-F	3 WPOC-F<	3 WBSB-F	3 WCBM
4	4 WBSB-F>	4 WQSR-F	4 WPOC-F	4 WPOC-F	4 WQSR-F	4 WIYY-F	4 WXYV-F<	4 WWMX-F<	4 WIYY-F>	4 WIYY-F
5	5 WHFS-F>	5 WBSB-F<	5 WIYY-F<	5 WLIF-F	5 WCBM	5 WLIF-F<	5 WBAL <	5 WLIF-F	5 WPOC-F	5 WPOC-F
6	6 WPOC-F	6 WPOC-F	6 WLIF-F	6 WIYY-F	6 WXYV-F	6 WWMX-F	6 WIYY-F	6 WBSB-F	6 WCBM	6 WBSB-F
7	7 WQSR-F<	7 WLIF-F	7 WBSB-F	7 WBSB-F<	7 WWMX-F	7 WBSB-F<	7 WQSR-F	7 WBAL	7 WWMX-F	7 WWMX-F
8	8 WYST-F	8	8	8 WBAL	8 WBGR	8 WQSR-F	8	8 WQSR-F	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIYY-F<	1 WXYV-F	1 WWMX-F<	1 WXYV-F<	1 WWMX-F<	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WIYY-F>	1 WPOC-F
2 WXYV-F	2 WWMX-F	2 WXYV-F>	2 WWMX-F>	2 WXYV-F>	2 WXYV-F>	2 WXYV-F	2 WWMX-F	2 WXYV-F	2 WQSR-F
3 WBSB-F	3 WIYY-F	3 WIYY-F	3 WBSB-F	3 WQSR-F	3 WHFS-F	3 WHFS-F	3 WXYV-F	3 WQSR-F<	3 WIYY-F
4 WWMX-F>	4 WBSB-F>	4 WBSB-F	4 WIYY-F	4 WLIF-F<	4 WWDC-F	4 WWMX-F	4 WBSB-F<	4 WPOC-F	4 WLIF-F
5 WYST-F	5 WYST-F	5 WQSR-F>	5 WQSR-F	5 WPOC-F<	5 WBSB-F	WBSB-F<	5 WHFS-F	5 WWMX-F<	5 WWMX-F
6 WHFS-F	6 WQSR-F	6 WYST-F	6 WYST-F<	6 WBSB-F	6 WPGC-F	6 WWDC-F>	6 WPOC-F	6 WLIF-F	6 WBAL <
7 WPGC-F	7 WHFS-F	7 WWIN-F	7 WPOC-F	7 WYST-F<	7 WGRX-F	7 WBAL	7 WWDC-F	7 WBAL	7 WXYV-F
8	8	WPOC-F	WLIF-F	8 WIYY-F	8	8	WBAL	8	8
9	9	9	9	9	9	9	9 WLIF-F	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		319 (4)	319 (4)	9.9	12.9
AOR/CLASSIC		461 (4)	461 (4)	14.3	14.0
AC/OLDIES/SOFT ROCK	35 (1)	567 (5)	602 (6)	18.6	20.3
MOR/VARIETY	11 (1)		11 (1)	0.3	0.4
COUNTRY	57 (1)	271 (2)	328 (3)	10.2	9.2
BLACK/URBAN	81 (2)	426 (4)	507 (6)	15.7	13.4
BEAUTIFUL/EASY		289 (2)	289 (2)	8.9	9.9
NEWS/TALK	466 (3)		466 (3)	14.4	14.1
NOSTALGIA	80 (1)		80 (1)	2.5	1.7
RELIGION/GOSPEL	107 (1)	49 (1)	156 (2)	4.8	3.5
SPANISH					
CLASSICAL		12 (1)	12 (1)	0.4	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.6
	837 (10)	2394 (23)	3231 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCAO	600	Baltimore	1.6/4.5/ 60/ 961
WEBB	1360	Baltimore	0.8/3.4/ 28/ 676
WRBS-F	95.1	Baltimore	1.3/2.9/ 53/ 660
WTTR	1470	Westminster	0.3/0.5/ 11/ 107
WWIN	1400	Baltimore	1.5/4.4/ 53/ 891
WYST	1010	Baltimore	1.0/2.5/ 35/ 508
WASH-F	97.1	Washington	0.5/2.0/ 23/ 441
WAVA-F	105.1	Arlington/Wash	0.4/3.0/ 22/ 767
WGAY-F	99.5	Washington	1.4/2.5/ 52/ 525
WGMS-F	103.5	Washington	0.3/0.7/ 16/ 193
WHUR-F	96.3	Washington	0.6/3.8/ 28/ 834
WKYS-F	93.9	Washington	0.6/2.0/ 26/ 468
WLTT-F	94.7	Bethesda/Washg	0.6/2.0/ 33/ 505
WMZQ-F	98.7	Washington	0.6/1.8/ 43/ 528
WPGC-F	95.5	Morningside	1.6/6.0/ 65/1343
WRQX-F	107.3	Washington	0.9/4.8/ 46/1148
WTOP	1500	Washington	1.0/4.3/ 38/ 927

RADIO STATIONS

AM STATIONS

WBAL, 1090, 50 KW (DA-N)	, NEWS/TALK	CBS,	$ 135.00	(HNWH)	Hearst	Dave Barrett
WBGR, 860 ,2.5 KW/100 W (DA-1)	, GOSPEL/RELIGION	NBN,	$ 45.00	(Roslin)	Mortenson	Sam Beasley
WCAO, 600, 5 KW (DA-1)	, COUNTRY	NBC,	$ 52.00	(Mc-Guild)	Summit	Roy Deutschman
WCBM, 680, 10 KW/5 KW (DA-2)	, TALK	ABC I ABC T,	$ 48.00	(Katz)		Myron Laufer
WEBB, 1360, 5 KW/1.7 KW (DA-1)	, BLACK	SBN,	$ 33.00	(Roslin)		Dorothy Brunson
WITH, 1230, 1 KW	, NOSTALGIA	MBS UNISUP,	$ 38.00	(K & P)		
WWIN, 1400, 1 KW	, BLACK	,	$ 32.00	(Durpetti)	Almic (P)	Barry Smith
WYST, 1010, 1 KW (DAYS)	, OLDIES	APR,	$ 30.00	(MMR)	United	Bill Hooper

FM STATIONS

WBSB, 104.3, 50 KW @ 420	, CHR	ABC C,	$ 135.00	(Banner)	Scripps-Howard	Jim Fox
WGRX, 100.7, 16 KW @ 861	, CLASSIC AOR	ABC FM,	$ 55.00	(Durpetti)	Shamrock-Lynett (WESTMINSTER)	Bill Hopkinson
WIYY, 97.9, 13 KW @ 946	, AOR	ABC R,	$ 117.00	(HMWH)	Hearst	Dave Barrett
WLIF, 101.9, 13 KW @ 960	, EZ/SOFT AC	,	$ 168.00	(Christal)	Infinity	Winnie Brugman
WPOC, 93.1, 16 KW @ 860	, COUNTRY	,	$ 110.00	(Banner)	Nationwide	Jennifer Grimm
WQSR, 105.7, 50 KW @ 492	, OLDIES	,	$ 102.00	(MMR)	Sconnix	James Murray
WRBS, 95.1, 50 KW @ 500	, RELIGION	,	$ 20.00	(---)		Tom Bisset
WWIN, 95.9, 3 KW @ 300	, URBAN/CHR	UNISUP,	$ 60.00	(Durpetti)	Alnic (P)	Barry Smith
WWMX, 106.5, 7 KW @ 1217	, AC	,	$ 170.00	(Katz)	Capitol-Goodman	Bob Lind
WXYV, 102.7, 50 KW @ 437	, BLACK	,	$ 138.00	(McGuild)	Summit	Roy Deutschman
WYST, 92.3, 10 KW @ 560	, AC	APR,	$ 66.00	(MMR)	United	Scott Fey

OTHER RANKED STATIONS -- SEE WASHINGTON

BATON ROUGE

Arbitron Rank/Pop (12+): 80/435,400

MSA Rank/Pop: 92/534,300
ADI # 94
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 22/16
Diaries: 943/462:1/50.0%
Sample Target: 840
% Below Line: 11.6
% Not Listed: 11.9

1989 Revenue: $12,800,000
HH Inc.: $26,846
Retail $: 3.6 Bil
Pop per Station: 27,212
#1 Biller: WYNK-AF $2,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WYNK-AF	(C)	94/12.6	14.6	8.7	14.7	14.8	12.6	224/2616	1083/24.9	21.3	25.1	14.9	111	187	WYNK-AF
2. KQXL-F	(B)	93/12.4	11.8	9.9	11.3	13.5	11.4	124/1289	885/20.3	16.6	21.9	13.6	102	1524	KQXL-F
3. WFMF-F	(CHR)	85/11.3	12.4	13.7	10.8	12.3	12.1	150/2009	1134/26.0	28.7	24.8	12.8	96	1488	WFMF-F
4. WXOK	(B)	74/ 9.9	8.5	5.7	7.4	8.2	7.9	76/729	656/15.1	14.8	17.3	5.9	44	707	WXOK
5. WTGE-F	(AC)	45/ 6.0	5.5	4.1	5.1	4.4	5.2	55/878	679/15.6	12.5	12.5	5.6	42	560	WTGE-F
6. WGGZ-F	(CHR)	40/ 5.3	4.9	6.7	7.9	6.9	6.2	91/1740	860/19.8	20.4	21.2	6.0	45	880	WGGZ-F
7. WKJN-F	(C)	36/ 4.8	4.6	5.4	6.5	6.7	5.3	69/1073	606/13.9	14.8	15.0	5.3	40	523	WKJN-F
8. KHOM-F	(O)	35/ 4.7	6.8	5.1	5.7	4.2	5.6	96/1264	617/14.2	12.4	9.9	4.5	34	342	KHOM-F
9. WJBO	(N/T)	26/ 3.5	4.3	6.3	3.2	4.7	4.3	30/450	411/ 9.4	13.6	11.7	4.7	35	458	WJBO
10. WCKW-F	(CL AOR)	22/ 2.9	3.5	3.6	4.0	2.9	3.5	63/976	412/ 9.5	8.6	6.6	6.1	46	606	WCKW-F
11. KIEZ-F	(EZ)	21/ 2.8	2.6	1.6	----	----	1.8	22/279	250/ 5.7	2.6	0.0	0.9	7	184	KIEZ-F
12. WLUX	(REL)	18/ 2.4	0.6	0.7	----	0.4	0.9	18/134	120/ 2.8	1.4	1.6	0.3	2	68	WLUX
13. WNDC	(GOSP)	12/ 1.6	5.5	5.6	4.2	4.2	4.2	18/228	189/ 4.3	9.2	6.6	3.7	28	277	WNDC
14. WTKL	(EZ)	11/ 1.5	1.0	0.7	1.8	1.1	1.3	11/154	154/ 3.5	2.0	2.9	0.4	3	72	WTKL

12+ FM SHARE (METRO): 74.13% (490 of 661) (SPG 89: 78.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFMF-F>>	1 KQXL-F	1 KQXL-F	1 KQXL-F<	1 WYNK-AF	1 WYNK-AF>>	1 WYNK-AF	1 WYNK-AF	1 WFMF-F	1 KQXL-F>	1 KQXL-F
2 KQXL-F>	2 WFMF-F>	2 WFMF-F	2 WYNK-AF<	KQXL-F	2 WXOK	2 KQXL-F	2 WFMF-F<	2 WYNK-AF<	2 WXOK	2 WFMF-F<
3 WXOK	3 WXOK <	3 WYNK-AF	3 WFMF-F	3 WFMF-F<	3 KQXL-F<	3 WFMF-F	3 KQXL-F>	3 KQXL-F>	3 WFMF-F>	3 WXOK >
4 WGGZ-F	4 WTGE-F	4 WXOK <	4 WTGE-F<	4 WXOK	4 WKJN-F<	4 WXOK	4 WXOK <	4 WXOK	4 WYNK-AF<	4 WYNK-F
5	5 WYNK-AF	5 WTGE-F	5 WXOK	5 WTGE-F	5 KIEZ-F	5 WKJN-F<	5 WTGE-F	5 WTGE-F	5 WGGZ-F	5 KHOM-F
6	6 WGGZ-F	6	6 KHOM-F	6 KHOM-F	6	6 WTGE-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQXL-F<	1 KQXL-F<	1 WFMF-F<	1 KQXL-F	1 KQXL-F	1 KQXL-F>	1 WTGE-F<	1 WTGE-F>	1 WTGE-F<	1 WTGE-F
2 WFMF-F>	2 WFMF-F>	2 KQXL-F	2 WFMF-F>	2 WFMF-F<	2 WXOK	2 KQXL-F	2 WFMF-F	2 KQXL-F	2 WYNK-AF
3 WGGZ-F	3 WXOK	3 WYNK-AF	3 WYNK-AF	3 WYNK-AF	3 WYNK-AF	3 WFMF-F<	KQXL-F	3 WYNK-AF	3 KQXL-F
4 WXOK >>	4 WYNK-AF	4 WXOK >	WXOK >	4 WXOK >	WTGE-F	4 WXOK	4 WCKW-F	4 WXOK	4 KHOM-F
5 WYNK-AF	WGGZ-F	5 KHOM-F	5 WGGZ-F	5 KIEZ-F	WFMF-F	5 WYNK-AF	5 WXOK	WFMF-F	5 WXOK
WTGE-F>	6	6 WGGZ-F	6	6	6 WGGZ-F>	6 WCKW-F	WJBO	6	WJBO
					7 WCKW-F>>		7 WYNK-AF		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		125 (2)	125 (2)	18.9	20.8
AOR/CLASSIC		22 (1)	22 (1)	3.3	6.6
AC/OLDIES/SOFT ROCK		89 (3)	89 (3)	13.5	9.3
MOR/VARIETY					
COUNTRY	21 (2)	119 (2)	140 (4)	21.2	23.9
BLACK/URBAN	74 (1)	98 (2)	172 (3)	26.0	24.1
BEAUTIFUL/EASY	11 (1)	30 (2)	41 (3)	6.2	3.2
NEWS/TALK	35 (3)		35 (3)	5.3	5.9
NOSTALGIA					
RELIGION/GOSPEL	30 (2)	7 (1)	37 (3)	5.6	6.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	171 (9)	490 (13)	661 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WIBR	1300	Baton Rouge	0.4/2.6/ 4/ 165
WQCK-F	92.7	Clinton	0.9/2.5/ 8/ 154
WXLT-F	94.1	McComb	1.2/5.6/ 12/ 321
KDEA-F	99.1	New Iberia	1.2/4.3/ 50/ 765
WFPR	1400	Hammond	1.3/1.5/ 28/ 263
WQUE-F	93.3	New Orleans	0.7/1.6/ 30/ 441
WWL	870	New Orleans	0.8/3.2/ 24/ 436

RADIO STATIONS

WJBO	1150	5 KW (DA-1)	Talk	CBS TALKNT	$20.00	(HNWH)	Jenne	George Jenne
WLUX	1550	5 KW (DAYS)	Religion		$10.00	(—)	Swaggert	Ted Sauceman
WNDC	910	1 KW (DA-1)	Gospel		$12.00	(—)		Don Capron
WTKL	1260	1 KW (DAYS)	EZ		$13.00	(—)		Louis Bathen
WXOK	1460	5 KW/1 KW (DA-3)	Black	NBC	$20.00	(Torbet)		Dennis Lee
KIEZ-F	96.3	3 KW @ 328	EZ		$15.00	(—)	(BRUSLY)	Nancy David
KQXL-F	106.5	50 KW @ 484	Black	SBN ABC FM	$25.00	(Banner)	(NEW ROADS)	Peter Moncreiffe
WFMF-F	102.5	100 KW @ 1250	CHR	UNIPWR	$46.00	(HWNH)	Jenne	George Jenne
WGGZ-F	98.1	100 KW @ 1500	CHR	RADRAD ABC C	$39.00	(Katz)		Mervyn Rhys
WKJN-F	103.3	100 KW @ 1003	Country	MBS	$44.00	(Christal)	(HAMMOND)	Lew Campbell
WTGE-F	100.7	100 KW @ 690	AC		$32.00	(Republic)		Jim Thompson
WXLT-F	94.1	100 KW @ 983	Soft AC		$14.00	(Christal)	(McCOMB, MS)	Scott Jones
WYNK-F	101.5	100 KW @ 1500	Country	ABC E	$64.00	(Katz)	Narragansett	John Peroyea

Misc: WXLT changes from AOR to Soft AC . . .WKJN changes calls to WIBR and format from Country to Talk (Jan) . . .
WTKL sold (debt assumption)

BEAUMONT

Arbitron Rank/Pop (12+): 118/306,900

MSA Rank/Pop: 132/360,700
ADI # 128
Average Person Ratings: 15.7
Market TSL: 21.50 hours

Stations: 19/13
Diaries: 750/409:1/47.8%
Sample Target: 710
% Below Line: 15.2
% Not Listed: 12.9

1989 Revenue: $6,900,000
HH Inc.: $30,135
Retail $: 2.6 Bil
Pop per Station: 23,607
#1 Biller: KYKR-F, KLVI $2,100,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KAYD-AF	(C)	63/13.1	11.0	11.7	10.5	10.6	----	70/859	737/24.0	21.7	18.8		9.5	50	463	KAYD-AF
2. KYKR-F	(C)	57/11.9	7.7	10.7	10.5	9.6	----	66/845	673/21.9	17.6	22.1		9.5	50	561	KYKR-F
3. KHYS-F	(B)	50/10.4	18.8	12.6	10.5	16.6	----	63/637	483/15.7	20.0	19.3		20.0	105	852	KHYS-F
4. KALO	(B)	47/ 9.8	6.9	5.4	6.4	4.0	----	54/491	374/12.2	9.5	7.8		5.9	31	270	KALO
5. KKMY-F	(AC)	40/ 8.3	9.2	5.6	7.0	6.4	----	47/759	604/19.7	18.2	16.6		7.4	39	508	KKMY-F
6. KIOC-F	(CHR)	27/ 5.6	5.2	7.4	5.2	11.0	----	42/718	471/15.3	14.8	18.1		10.1	53	751	KIOC-F
7. KQXY-F	(AC)	26/ 5.4	4.6	7.4	7.4	5.0	----	27/448	381/12.4	9.6	15.5		0.0	0	5	KQXY-F
8. KZZB-F	(CHR)	24/ 5.0	6.5	6.6	6.4	7.3	----	25/610	567/18.2	17.7	25.8		7.3	38	746	KZZB-F
9. KLVI	(C)	22/ 4.6	3.8	4.1	5.2	6.7	----	25/411	326/10.6	11.3	11.2		3.8	20	343	KLVI
10. KWIC-F	(AOR)	18/ 3.7	2.5	6.6	5.4	4.6	----	22/385	354/11.5	7.2	11.6		8.0	42	430	KWIC-F
11. KOLE	(AC)	13/ 2.7	0.8	1.4	1.6	1.3	----	14/179	162/ 5.3	3.9	1.8		2.7	14	159	KOLE
12. KTRH	(N/T)	9/ 1.9	5.4	4.3	4.1	2.3	----	10/250	190/ 6.2	11.0	8.9		0.6	3	213	KTRH

12+ FM SHARE (METRO): 77.57% (325 of 419) (SPG 89: 78.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIOC-F	1 KHYS-F	1 KAYD-AF	1 KAYD-AF	1 KAYD-AF	1 KYKR-F	1 KALO	1 KYKR-F	1 KAYD-AF	1 KHYS-F>	1 KYKR-F
2 KHYS-F>	2 KAYD-AF>	2 KHYS-F<	2 KKMY-F	2 KKMY-F	2 KAYD-AF	2 KAYD-AF	2 KAYD-AF	2 KYKR-F	2 KYKR-F	2 KKMY-F
3 KZZB-F	3 KYKR-F	3 KKMY-F	3 KYKR-F	3 KYKR-F	3 KALO >	3 KYKR-F	3 KKMY-F	3 KHYS-F>	3 KAYD-AF	KAYD-F
4	KKMY-F	4 KYKR-F>	4 KHYS-F>	4 KHYS-F	4 KKMY-F	4 KLVI	4 KQXY-F>	4 KKMY-F	KKMY-F	4 KHYS-F
5	5 KZZB-F	5 KALO	5 KQXY-F	5 KALO	5 KLVI	5 KKMY-F	5 KHYS-F	5 KIOC-F	5 KIOC-F	5 KLVI
6	KWIC-F	6 KQXY-F	6 KALO	6 KQXY-F	6 KQXY-F	6 KHYS-F	KALO	6	6 KZZB-F	6
7	KALO	7 KZZB-F	7	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIOC-F	1 KAYD-AF>	1 KAYD-AF>	1 KAYD-AF>	1 KAYD-AF>	1 KHYS-F>>	1 KHYS-F>	1 KHYS-F	1 KHYS-F	1 KKMY-F
2 KAYD-AF	2 KYKR-F	2 KYKR-F	2 KYKR-F	2 KYKR-F	2 KWIC-F	2 KWIC-F	2 KKMY-F>	2 KKMY-F	2 KAYD-AF
KZZB-F>>	3 KHYS-F	3 KHYS-F	3 KKMY-F	3 KKMY-F	KALO >>	3 KALO	3 KAYD-AF	3 KWIC-F	3 KYKR-F
4 KHYS-F	4 KZZB-F	4 KKMY-F	4 KHYS-F	4 KHYS-F	4 KAYD-AF	4 KAYD-AF	KWIC-F	4 KAYD-AF	4 KHYS-F
KYKR-F	KKMY-F	5 KQXY-F	5 KQXY-F	5 KQXY-F	KZZB-F	KKMY-F	5 KYKR-F	5 KYKR-F	5 KWIC-F
KQXY-F	6 KQXY-F	6 KZZB-F>	6	KALO	KIOC-F>>	6	KALO	KALO	KALO
KKMY-F>>	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		51 (2)	51 (2)	12.2	15.5
AOR/CLASSIC		21 (2)	21 (2)	5.0	8.2
AC/OLDIES/SOFT ROCK	13 (1)	69 (3)	82 (4)	19.6	9.5
MOR/VARIETY					
COUNTRY	23 (2)	125 (3)	148 (5)	35.3	28.9
BLACK/URBAN	47 (1)	52 (2)	99 (3)	23.6	15.7
BEAUTIFUL/EASY					9.1
NEWS/TALK	9 (1)		9 (1)	2.1	5.4
NOSTALGIA					
RELIGION/GOSPEL	2 (1)	7 (1)	9 (2)	2.1	7.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	94 (6)	325 (13)	419 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDLF	1150	Port Neches	0.4/1.6/ 2/ 49
KTFA-F	92.1	Groves	1.5/3.4/ 8/ 111
KLDE-F	94.5	Houston	0.6/2.6/ 3/ 91
KLOL-F	101.1	Houston	0.6/2.3/ 7/ 111
KMJQ-F	102.1	Clear Lake City	0.4/2.9/ 2/ 113
KYKZ-F	96.1	Lake Charles	1.2/5.1/ 74/ 751

RADIO STATIONS

KALO, 1250, 5 KW/1 KW (DA-N)	, BLACK	SBN, UNIULT,	$ 20.00	(Katz)	Clear Channel	Dale Mattison
KLVI, 560, 5 KW (DA-N)	, COUNTRY	ABC I,	$ 30.00	(Katz)	Hicks	Tom Boggess
KOLE, 1340, 1 KW	, NOSTALGIA	UNISUP, UNIULT,	$ 15.00	(Eastman)	UNO	John Garner
KAYD-F, 97.5, 100 KW @ 500,	COUNTRY	,	$ 30.00	(Banner)		Katie Wellman
KHYS-F, 98.5, 100 KW @ 1952,	BLACK	RADRAD, UNIPWR,	$ 80.00	(Katz)	Clear Channel	Dale Mattison
KIOC-F, 106.1, 100 KW @ 1060,	CHR	,	$ 26.00	(Banner)		Gary Teaney
KKMY-F, 104.5, 100 KW @ 440,	AC	UNISUP, UNIULT,	$ 29.00	(Eastman)	UNO	Roy Tenori
KQXY-F, 94.1, 100 KW @ 600,	SOFT AC	,	$ 22.00	(---)		Gene Teaney
KTFA-F, 92.1, 3 KW @ 312,	RELIGION	,	$ 14.00	(---)		Ralph McBride
KWIC-F, 107.9, 100 KW @ 392,	AOR	ABC R, UNIULT,	$ 22.00	(Banner)		Mike Hawkins
KYKR-F, 93.3, 100 KW @ 414,	COUNTRY	,	$ 46.00	(Katz)	Hicks	Tom Boggess
KZZB-F, 95.1, 100 KW @ 414,	CHR	,	$ 32.00	(Christal)		Jerry Condra

Miscellaneous Comments: KQXY-F changes from EZ to SOFT AC...KOLE now classified as NOSTALGIA...

BILLINGS

Arbitron Rank/Pop (12+): 235/96,100

MSA Rank/Pop: 298/119,200
ADI # 166 (w/Hardin)
Average Person Ratings: 17.6
Market TSL: 23.75 hours

Stations: 12/12
Diaries: 827/116:1/63.2%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 13.0

1989 Revenue: $4,000,000
HH Inc.: $26,115
Retail $: 1.7 Bil
Pop per Station: 8,008
#1 Biller: KGHL $1,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KZLS-F	(CHR)	23/13.6	----	15.8	----	15.7	----	23/299	283/29.4		32.2		13.8	22	318	KZLS-F
2. KCTR-F	(C)	21/12.4	----	11.7	----	6.5	----	26/288	210/21.9		17.4		16.9	27	235	KCTR-F
3. KYYA-F	(CHR)	19/11.2	----	12.9	----	14.4	----	26/369	283/29.4		32.9		13.1	21	395	KYYA-F
KGHL	(C)	19/11.2	----	12.9	----	22.2	----	51/502	211/22.0		25.7		11.9	19	239	KGHL
5. KIDX-F	(AC)	18/10.7	----	11.7	----	9.2	----	20/218	204/21.2		19.6		6.3	10	120	KIDX-F
6. KOHZ-F	(EZ)	17/10.1	----	8.8	----	7.2	----	17/168	159/16.5		17.0		6.9	11	187	KOHZ-F
7. KRKX-F	(CL AOR)	14/ 8.3	----	----	----	----	----	17/181	145/15.1		0.0		12.5	20	168	KRKX-F
8. KCTR	(C)	5/ 3.0	----	5.3	----	2.6	----	10/165	101/10.5		12.9		2.5	4	111	KCTR
9. KBLG	(N/T)	4/ 2.4	----	1.2	----	3.3	----	6/111	80/ 8.3		10.1		5.0	8	74	KBLG
10. KURL	(REL)	3/ 1.8	----	2.9	----	3.3	----	8/105	69/ 7.2		8.8		1.9	3	62	KURL
KKUL-F	(O)	3/ 1.8	----	4.1	----	1.3	----	5/121	91/ 9.5		11.9		3.1	5	79	KKUL-F
12. KUUS	(O)	1/ 0.6	----	2.3	----	5.2	----	1/61	61/ 6.3		9.1		1.9	3	61	KUUS
13.																
14.																
15.																

12+ FM SHARE (METRO): 78.23% (115 of 147) (SPG 89: 72.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZLS-F>>	1 KZLS-F<	1 KIDX-F	1 KIDX-F	1 KIDX-F	1 KOHZ-F	1 KZLS-F	1 KIDX-F	1 KCTR-F	1 KZLS-F>	1 KCTR-F
2 KYYA-F>>	2 KYYA-F	2 KYYA-F	2 KCTR-F	2 KCTR-F	2 KGHL >	2 KGHL <	2 KOHZ-F	2 KIDX-F<	2 KYYA-F	2 KIDX-F
3 KRKX-F	3 KCTR-F	KCTR-F<	3 KYYA-F>	3 KYYA-F	3 KCTR-F	3 KCTR-F	3 KGHL <	3 KZLS-F	3 KCTR-F	KGHL
4	4 KRKX-F	4 KZLS-F	4 KZLS-F	4 KOHZ-F	4 KIDX-F	4 KIDX-F	4 KCTR-F	4 KYYA-F	4 KRKX-F	4
5	5 KIDX-F	5 KRKX-F	KRKX-F	KGHL	5	5 KYYA-F<	5 KZLS-F	5 KOHZ-F	KIDX-F	5
6	6	6	KOHZ-F	6	6	6 KOHZ-F	6 KYYA-F	6	6	6
			KGHL							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZLS-F	1 KZLS-F	1 KZLS-F	1 KYYA-F	1 KIDX-F>		1 KZLS-F	1 KRKX-F	1 KRKX-F	1 KRKX-F	1 KCTR-F
2 KYYA-F	2 KYYA-F	KYYA-F	KIDX-F<	2 KYYA-F		KRKX-F>	2 KZLS-F	KCTR-F	2 KIDX-F	2 KIDX-F
KCTR-F>>	3 KCTR-F	KIDX-F>	3 KZLS-F	KOHZ-F		3 KYYA-F>>	KYYA-F	3 KYYA-F	KCTR-F	3 KRKX-F
4 KRKX-F	4 KIDX-F>	4 KCTR-F>	KCTR-F>	KCTR-F		4	KCTR-F	KIDX-F>	4 KZLS-F	KGHL
KIDX-F>>	5 KRKX-F	5	5	5		5	5 KIDX-F	5 KZLS-F>	KYYA-F	5 KYYA-F
6	6	6	6	6		6	6	6 KGHL >>	6 KGHL	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		42 (2)	42 (2)	28.6	32.0		
AOR/CLASSIC		14 (1)	14 (1)	9.5			
AC/OLDIES/SOFT ROCK	1 (1)	21 (2)	22 (3)	15.0	20.3		
MOR/VARIETY							
COUNTRY	24 (2)	21 (1)	45 (3)	30.6	33.3		
BLACK/URBAN							
BEAUTIFUL/EASY		17 (1)	17 (1)	11.6	9.8		
NEWS/TALK	4 (1)		4 (1)	2.7	1.3		
NOSTALGIA							
RELIGION/GOSPEL	3 (1)		3 (1)	2.0	3.3		
SPANISH							
CLASSICAL							
JAZZ/NEW AGE							
UNKNOWN/OTHERS							
	32 (5)	115 (7)	147 (12)				

RADIO STATIONS

KBLG ,	910,	1 KW/64 W	,	Talk	CBS ABC T, $ 9.00	(Mc-Guild)	Sunbrook	Dave Pederson
KCTR ,	970,	5 KW (DA-N)	—	See KCTR-F				
KGHL ,	790,	5 KW (DA-N)	,	Country	ABC I, $23.00	(Eastman)		Dick Elliot
KURL ,	730,	5 KW/235 W	,	Religion	, $ 7.00	(—)		Herm Elenbaas
KUUS ,	1240,	1 KW	,	Oldies	ABC D, $ 7.00	(Mc-Guild)		Ray McLean
KCTR-F,	102.9,	100 KW @ 500	,	Country	, $22.00	(Christal)	Citadel	Keith Tilkins
KIDX-F,	98.5,	85 KW @ 402	,	AC	, $17.00	(Eastman)		Dick Elliot
KKUL-F,	95.5,	100 KW @ 984	,	Oldies	UNISUP, $ 9.00	(Republic)	(HARDIN)	Andy Golding
KOHZ-F,	103.7,	100 KW @ 480	,	EZ	ABC E, $13.00	(Banner)		Dan Miller
KRKX-F,	94.1,	100 KW @ 1045	,	Classic AOR	, $16.00	(Mc-Guild)	Sunbrook	David Pederson
KYYA-F,	93.3,	100 KW @ 700	,	CHR	ABC C, $19.00	(Banner)	Mayer	Ron Jones
KZLS-F,	97.1,	35 KW @ 293	,	CHr	ABC FM, $19.00	(Mc-Guild)		Ray McLean

Misc: KRKX is a new station which signed on in July 1989 . . .

BINGHAMTON

Arbitron Rank/Pop (12+): 144/223,300

MSA Rank/Pop: 170/259,900
ADI # 134
Average Person Ratings: 16.5
Market TSL: 21.75 hours

Stations: 14/12
Diaries: 692/323:1/56.7%
Sample Target: 700
% Below Line: 1.4
% Not Listed: 13.6

1989 Revenue: $7,100,000
HH Inc.: $29,431
Retail $: 1.7 Bil
Pop per Station: 18,608
#1 Biller: WAAL-F $1,600,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WAAL-F	(CHR)	83/22.6	----	19.5	----	23.9	----	140/1707	945/42.3		41.4		24.7	92	1061	WAAL-F
2.	WNBF	(MOR)	55/14.9	----	15.9	----	15.2	----	55/612	560/25.1		25.9		9.7	36	420	WNBF
3.	WHWK-F	(C)	54/14.7	----	15.1	----	15.2	----	97/930	465/20.8		23.6		14.5	54	596	WHWK-F
4.	WMRV-F	(AC)	34/ 9.2	----	10.7	----	12.1	----	45/635	468/21.0		24.4		7.5	28	441	WMRV-F
5.	WKGB-F	(AOR)	23/ 6.3	----	6.0	----	----	----	35/445	287/12.9		12.4		10.5	39	463	WKGB-F
6.	WMXW-F	(SAC)	21/ 5.7	----	1.9	----	----	----	25/330	296/13.3		2.1		4.3	16	167	WMXW-F
7.	WINR	(BB)	15/ 4.1	----	5.5	----	9.1	----	17/298	266/11.9		12.1		6.7	25	271	WINR
8.	WQXT-F	(O)	13/ 3.5	----	3.6	----	4.2	----	14/292	273/12.2		11.0		2.9	11	159	WQXT-F
9.	WRSG	(O)	7/ 1.9	----	2.7	----	4.5	----	7/130	114/ 5.1		8.0		1.6	6	250	WRSG
10.																	

12+ FM SHARE (METRO): 73.58% (234 of 318) (SPG 89: 67.52%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAL-F	1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F	1 WNBF >	1 WNBF	1 WAAL-F	1 WAAL-F>	1 WAAL-F>>	1 WAAL-F
2	2 WMRV-F	2 WHWK-F	2 WHWK-F	2 WHWK-F	2 WHWK-F>>	2 WAAL-F<	2 WHWK-F	2 WHWK-F	2 WNBF >	2 WNBF
3	3 WKGB-F	3 WMRV-F>	3 WMRV-F>	3 WMRV-F>	3 WAAL-F	3 WHWK-F>>	3 WMRV-F	3 WNBF	3 WHWK-F	3 WHWK-F
4	4 WHWK-F	4 WKGB-F	4 WMXW-F	4 WMXW-F	4 WMXW-F	4 WMRV-F	4 WNBF	4 WMRV-F	4 WKGB-F	4
5	5	5	5 WNBF	5 WNBF	5 WINR	5	5	5	5 WMRV-F	5
6	6	6	6	6	6 WMRV-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F>>	1 WAAL-F>		1 WKGB-F	1 WAAL-F>>	1 WAAL-F>>	1 WAAL-F>	1 WAAL-F
2 WHWK-F>	2 WMRV-F>	2 WMRV-F>>	2 WMRV-F	2 WMRV-F		WAAL-F>>	2 WKGB-F>	2 WMRV-F	2 WKGB-F	2 WHWK-F>
3 WMRV-F	3 WHWK-F>	3 WHWK-F>	3 WHWK-F>	WHWK-F		3 WMRV-F	3 WMRV-F>	3 WKGB-F	WHWK-F>	3 WMRV-F
WKGB-F>>	4 WKGB-F	4	4 WMXW-F	4 WMXW-F>		WHWK-F>>	4 WHWK-F	4 WHWK-F>	4 WMRV-F	4 WQXT-F
5	5		5	5 WNBF		5 WMXW-F	5	5 WQXT-F>>	5	WNBF
	6		6	6		6	6	6	6	WKGB-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		86 (2)	86 (2)	27.0	22.6
AOR/CLASSIC		23 (1)	23 (1)	7.2	11.1
AC/OLDIES/SOFT ROCK	12 (2)	68 (3)	80 (5)	25.2	15.6
MOR/VARIETY	57 (2)	1 (1)	58 (3)	18.2	20.1
COUNTRY		54 (1)	54 (1)	17.0	17.5
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	15 (1)		15 (1)	4.7	6.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.6	6.7
	84 (5)	234 (9)	318 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WENE	1430	Endicott	1.4/7.9/ 7/ 202
WNYP-F	99.9	Cortland	0.8/2.9/ 24/ 274
WYXL-F	97.3	Ithica	0.5/1.6/ 7/ 139

RADIO STATIONS

WENE, 1430, 5 KW (DA-N) , OLDIES	ABC E	, $ 12.00 (Banner)	Command		Jack Devlin
WINR, 680, 1 KW/500 W (DA-2), NOSTALGIA	CBS	, $ 14.00 (Roslin)			Walt Adams
WNBF, 1290, 5 KW (DA-N) , MOR/FULL SER.	NBC	, $ 25.00 (Katz)	Stoner		Roger Conklin
WRSG, 1360, 5 KW/500 W (DA-2), OLDIES	ABC I	, $ 11.00 (Durpetti)	Regional		George Rossi
WAAL-F, 99.1, 7 KW @ 1090, CHR	ABC F	, $ 37.00 (Durpetti)	Regional		George Rossi
WHWK-F, 98.1, 10 KW @ 950, COUNTRY		, $ 33.00 (Katz)	Stoner		Roger Conklin
WKGB-F, 92.5, 6 KW @ 531, AOR	SOURCE	, $ 17.00 (Banner)		(SUSQUEHANNA, PA)	Ben Smith
WMRV-F, 105.7, 35 KW @ 570, AC	UNIPWR	, $ 30.00 (Banner)	Command		Jack Devlin
WMXW-F, 103.3, .4 KW @ 850, SOFT AC		, $ 15.00 (---)		(VESTAL)	Dave Mitchell
WQXT-F, 101.7, 1 KW @ 558, OLDIES	CNN	, $ 12.00 (Torbet)		(OWEGO)	Tom Shiptenko

BIRMINGHAM

Arbitron Rank/Pop (12+): 52/773,000
MSA Rank/Pop: 57/925,400
ADI # 47
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 23/19
Diaries: 1289/600:1/57.5%
Sample Target: 1100
% Below Line: 3.2
% Not Listed: 8.5

1989 Revenue: $24,500,000
HH Inc.: $23,096
Retail $: 5.3 Bil
Pop per Station: 40,684
#1 Biller: WZZK-AF $6,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WZZK-AF	(C)	205/15.7	16.3	16.2	14.4	18.7	15.6	286/3633	2209/28.6	30.0	30.7		13.7	156	2025	WZZK-AF
2. WENN-F	(B)	156/12.0	11.8	12.3	10.6	11.0	11.7	212/2007	1343/17.4	17.7	21.0		17.2	212	1866	WENN-F
3. WAPI-F	(CHR)	107/ 8.2	8.7	7.8	8.0	7.3	8.2	179/2849	1731/22.4	19.3	18.8		12.4	152	1959	WAPI-F
4. WZRR-F	(CL AOR)	103/ 7.9	9.1	8.2	8.6	8.2	8.4	138/1688	1242/16.1	16.3	14.1		13.9	171	1285	WZRR-F
WMJJ-F	(AC)	103/ 7.9	8.3	8.2	11.9	10.4	9.1	124/1872	1343/17.4	19.1	19.4		6.8	84	1127	WMJJ-F
6. WERC	(N/T)	79/ 6.1	5.0	5.2	6.3	5.6	5.7	84/1024	965/12.5	13.4	11.1		3.3	41	525	WERC
7. WATV	(B)	77/ 5.9	6.2	5.1	4.0	4.0	5.3	77/754	754/ 9.8	10.7	9.4		3.2	39	506	WATV
8. WKXX-F	(CHR)	66/ 5.1	5.3	7.0	5.8	7.1	5.8	87/1733	1182/15.3	18.3	21.2		5.6	69	1672	WKXX-F
9. WAPI	(BB)	62/ 4.8	4.9	4.6	4.2	3.7	4.6	63/856	807/10.4	10.1	8.5		2.0	25	418	WAPI
10. WAGG	(GOSP)	55/ 4.2	2.4	3.8	3.6	2.9	3.5	57/484	457/ 5.9	7.0	5.8		1.5	19	362	WAGG
11. WDJC-F	(REL)	50/ 3.8	3.1	2.6	3.1	2.8	3.1	66/1244	776/10.0	6.3	8.3		3.1	38	681	WDJC-F
12. WJLD	(B)	34/ 2.6	2.7	1.6	2.0	1.7	2.2	34/525	517/ 6.7	5.6	7.3		2.0	25	283	WJLD
13. WZBQ-F	(CHR)	25/ 1.9	1.9	2.0	1.4	1.0	1.8	99/1393	570/ 7.4	6.2	4.3		2.4	29	498	WZBQ-F
14. WAYE	(GOSP)	15/ 1.2	0.5	1.9	1.8	0.8	1.4	15/253	249/ 3.2	3.5	3.1		1.6	20	203	WAYE

12+ FM SHARE (METRO): 69.44% (827 of 1191) (SPG 89: 73.70%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WENN-F<	1 WENN-F	1 WZZK-AF	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF>>	1 WZZK-AF>	1 WZZK-AF>	1 WZZK-AF	1 WENN-F>>	1 WATV
2 WAPI-F>>	2 WZRR-F	2 WENN-F	2 WMJJ-F	2 WMJJ-F	2 WERC	2 WENN-F<	2 WMJJ-F	2 WENN-F	2 WZZK-AF<	2 WZZK-F
3	3 WAPI-F	3 WZRR-F<	3 WENN-F	3 WENN-F	3 WAPI	3 WERC	3 WENN-F	3 WZRR-F	3 WAPI-F<	3 WENN-F>
4	4 WZZK-AF	4 WMJJ-F	4 WZRR-F>	4 WZRR-F>	4 WATV	4 WMJJ-F<	4 WZRR-F	4 WAPI-F	4 WZRR-F	4 WZRR-F<
5	5 WMJJ-F	5 WAPI-F>	5 WAPI-F	5 WAPI-F	5 WMJJ-F	5 WATV <	5 WAPI-F	5 WMJJ-F>	5 WKXX-F	5 WAPI <
6	6 WKXX-F	6 WKXX-F	6	6 WERC	6 WENN-F	6 WAPI-F	6 WERC	6 WAPI	6	6 WKXX-F<
										7 WMJJ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WENN-F	1 WENN-F	1 WMJJ-F	1 WENN-F<	1 WZZK-AF<	1 WZRR-F	1 WZRR-F	1 WZRR-F>	1 WZZK-AF	1 WZZK-AF>
2 WAPI-F>	2 WAPI-F	WENN-F	2 WMJJ-F<	2 WMJJ-F>	WENN-F	2 WENN-F	2 WZZK-AF	2 WZRR-F	2 WZRR-F
3 WKXX-F>	3 WMJJ-F	3 WAPI-F	3 WZZK-AF	3 WENN-F>	3 WAPI-F>	3 WAPI-F	WENN-F>	3 WENN-F	3 WENN-F
4 WZZK-AF	4 WZZK-AF<	4 WZZK-AF	4 WAPI-F>	4 WAPI-F	4 WKXX-F>>	4 WZZK-AF>	4 WAPI-F	4 WAPI-F	4 WMJJ-F
WZRR-F	5 WZRR-F	5 WZRR-F	5 WQSB-F<	5 WZRR-F	5 WZZK-AF>	5 WKXX-F	5 WDJC-F	5 WMJJ-F	5 WERC >
WMJJ-F>>	WKXX-F	6 WKXX-F	6 WZRR-F	6 WATV <	6	6	6 WMJJ-F	6 WERC	6 WAPI-F
			7 WKXX-F	7 WKXX-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		198 (3)	198 (3)	16.6	7.9
AOR/CLASSIC		103 (1)	103 (1)	8.6	8.9
AC/OLDIES/SOFT ROCK	11 (1)	109 (2)	120 (3)	10.1	13.5
MOR/VARIETY					
COUNTRY	27 (2)	204 (4)	231 (6)	19.4	23.7
BLACK/URBAN	111 (2)	156 (1)	267 (3)	22.4	25.8
BEAUTIFUL/EASY		7 (1)	7 (1)	0.6	0.5
NEWS/TALK	79 (1)		79 (1)	6.6	6.1
NOSTALGIA	62 (1)		62 (1)	5.2	4.0
RELIGION/GOSPEL	74 (3)	50 (1)	124 (4)	10.4	8.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	364 (10)	827 (13)	1191 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRT	1260	Birmingham	0.8/2.7/ 11/ 220
WFFN-F	92.9	Cordova	0.4/0.8/ 5/ 66
WKLD-F	97.7	Oneonta	0.5/0.8/ 6/ 63
WLPH	1480	Irondale	0.3/0.7/ 4/ 55
WVOK	690	Birmingham	0.8/5.2/ 14/ 534
WHMA-F	100.5	Anniston/Gadsdn	0.5/1.8/ 45/ 811
WQSB-F	105.1	Albertvl/Gadsdn	0.3/1.0/ 52/ 642
WRSA-F	96.9	Decatur/Hntsvle	0.5/1.7/ 41/ 482

RADIO STATIONS

WAGG ,	1320,	5 KW (DAYS) ,	Gospel	SBN, $ 30.00	(HNWH)		Kirkwood Balton
WAPI ,	1070,	50 KW/5 KW (DA-N),	Nostalgia	NBC, $ 27.00	(Christal)	Dittman	Bernie Barker
WATV ,	900,	1 KW ,	Black	ABC E, $ 30.00	(Roslin)		Erskine Faush
WAYE ,	1220,	1 KW (DAYS) ,	Gospel	UNIULT, $ 15.00	(——)	Willis	
WERC ,	960,	5 KW (DA-N) ,	News/Talk	ABC I, $ 42.00	(Mc-Guild)	Sun Group	Rice Baxter
WJLD ,	1400,	1 KW ,	Black	MBS SBN, $ 21.00	(K & P)		Gary Richardson
WVOK ,	690,	50 KW/30 W ,	Country	CBS, $ 19.00	(Republic)	Dick	Michael Hammond
WZZK ,	610,	5 KW/1 KW(DA-N),	—— See WZZK-F				
WAPI-F,	94.5,	100 KW @ 1214 ,	CHR	ABC C, $ 74.00	(Christal)	Dittman	Bernie Barker
WDJC-F,	93.7,	100 KW @ 1007 ,	Religion	, $ 22.00	(——)	Crawford	
WENN-F,	107.7,	100 KW @ 1037 ,	Black	SBN, $ 55.00	(HNWH)		Kirkwood Balton
WKXX-F,	106.9,	100 KW @ 1150 ,	CHR	ABC D, $ 40.00	(Mc-Guild)	Sun Group	Rice Baxter
WMJJ-F,	96.5,	100 KW @ 1026 ,	AC	, $109.00	(Banner)	Capitol Johnson	Bill Stoeffhuss
WZRR-F,	99.5,	100 KW @ 870 ,	Classic AOR	, $ 60.00	(Republic)	Dick	Michael Hammond
WZZK-F,	104.7,	100 KW @ 1300 ,	Country	, $140.00	(Katz)	NewCity	Jerdan Bullard

Miscellaneous Comments: WERC sold by Sungroup to Ameron (Joe Dorton) for $4,200,000 (Blackburn)...

BLOOMINGTON

Arbitron Rank/Pop (12+): 225/106,800
MSA Rank/Pop: 287/125,000
ADI # Peoria
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 15/4
Diaries: 584/183.1/59.1%
Sample Target: 550
% Below Line: 26.1
% Not Listed: 18.3

1989 Revenue: $5,000,000
HH Inc.: $30,734
Retail $: 1.0 Bil
Pop per Station: 26,700
#1 Biller: WJBC $2,300,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WJBC	(MOR)	47/26.1	----	26.1	----	33.8	----	56/570	500/46.8		42.1					WJBC
2. WBNQ-F	(CHR)	34/18.9	----	19.0	----	25.0	----	45/593	435/40.7		44.1					WBNQ-F
3. WIHN-F	(AC)	13/ 7.2	----	10.3	----	6.3	----	13/183	167/15.6		22.9					WIHN-F
4. WWCT-F	(AOR)	12/ 6.7	----	5.4	----	6.3	----	16/228	167/15.6		17.9					WWCT-F
5. WSWT-F	(EZ)	11/ 6.1	----	5.4	----	2.5	----	15/199	103/ 9.6		12.7					WSWT-F
6. WKZW-F	(CHR)	9/ 5.0	----	6.0	----	5.0	----	18/335	207/19.4		25.9					WKZW-F
7. WMLA-F	(C)	6/ 3.3	----	4.3	----	5.6	----	6/97	90/ 8.4		10.9					WMLA-F
8.																
9.																
10.																

12+ FM SHARE (METRO): 61.90% (91 of 147) (SPG 89: 62.50%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>	1 WJBC >	1 WJBC >>	1 WJBC	1 WJBC >>	1 WJBC	1 WJBC	1 WBNQ-F	1 WBNQ-F
2 WKZW-F	2 WWCT-F>	2 WJBC >	2 WIHN-F	2 WIHN-F	2	2 WBNQ-F>>	2 WBNQ-F>	2 WBNQ-F>	2 WJBC >>	2 WJBC
3	3 WKZW-F	3 WIHN-F	3 WBNQ-F	3 WBNQ-F>	3	3 WIHN-F	3 WIHN-F	3 WWCT-F	3 WWCT-F	3
4	WIHN-F	4 WWCT-F	4	4 WSWT-F	4	4 WKZW-F	4 WSWT-F	4 WIHN-F	4 WIHN-F	4
5	5	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WBNQ-F>>	1 WJBC >>	1 WBNQ-F>>	1 WBNQ-F>>	1 WWCT-F	1 WBNQ-F>	1 WJBC >
2 WWCT-F>	2 WWCT-F	2 WIHN-F>	2 WJBC	2 WBNQ-F>	2 WWCT-F	2 WWCT-F>	2 WIHN-F>	2 WJBC	2 WIHN-F>
3 WSWT-F	3 WSWT-F	3 WWCT-F	3 WSWT-F	3 WSWT-F	WKZW-F>>	3 WKZW-F>	3 WMLA-F	3 WWCT-F	3 WWCT-F
WKZW-F>	WIHN-F	WSWT-F	WIHN-F	WIHN-F	4	4	WJBC	4 WIHN-F	WMLA-F
5 WIHN-F	5	WJBC >	5	5			WBNQ-F>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		44 (3)	44 (3)	29.9	30.3
AOR/CLASSIC		12 (1)	12 (1)	8.2	6.6
AC/OLDIES/SOFT ROCK	3 (2)	17 (2)	20 (4)	13.6	13.2
MOR/VARIETY	47 (1)		47 (1)	32.0	31.6
COUNTRY		7 (2)	7 (2)	4.8	7.2
BLACK/URBAN					
BEAUTIFUL/EASY		11 (1)	11 (1)	7.5	7.2
NEWS/TALK	5 (2)		5 (2)	3.4	3.3
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	0.7	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	56 (6)	91 (9)	147 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGLO-F	95.5	Pekin/Peoria	2.2/9.0/ 8/ 165
WGN	720	Chicago	1.7/9.2/ 14/ 249
WIRL	1290	Peoria	0.6/1.7/ 2/ 55
WLRW-F	94.5	Champaign/Urb.	0.6/3.8/ 3/ 66
WLS	890	Chicago	1.1/4.2/ 4/ 106
WLUP	1000	Chicago	1.1/2.6/ 4/ 57
WPEO	1020	Peoria	0.6/1.3/ 3/ 55
WZRO-F	98.3	Farmer Cty/Chmp	0.6/1.7/ 1/ 40

RADIO STATIONS

WJBC, 1230, 1 KW	, MOR/FULL SERVICE	ABC I, $	50.00 (McGuild)	Bloomington		Richard Johnson
WBNQ-F, 101.5, 50 KW @ 460, CHR		, $	40.00 (McGuild)	Bloomington		Richard Johnson
WIHN-F, 96.7, 3 KW @ 300, AC		UNIULT , $	20.00 (---)			Paul Chasteen
WMLA-F, 92.7, 3 KW @ 300, COUNTRY		ABC D, $	12.00 (Roslin)	Keister	(LEROY)	Jeff Hancock

OTHER RANKED STATIONS: See Peoria

BOISE

Arbitron Rank/Pop (12+): 137/239,700

MSA Rank/Pop: 204/201,100
ADI # 135
Average Person Ratings: 16.4
Market TSL: 22.50 hours

Stations: 20/19
Diaries: 702/341:1/52.4%
Sample Target: 620
% Below Line: 1.0
% Not Listed: 10.2

1989 Revenue: $8,000,000
HH Inc.: $24,884
Retail $: 1.9 Bil
Pop per Station: 12,615
#1 Biller: KCIX-F $2,000,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KCIX-F	(AC)	48/12.2	----	19.6	----	16.3	----	62/726	563/23.5		26.7		13.6	52	662	KCIX-F
2.	KFXD-F	(CHR)	39/ 9.9	----	9.4	----	10.0	----	55/719	519/21.7		21.7		0.3	1	21	KFXD-F
3.	KQFC-F	(C)	37/ 9.4	----	6.1	----	4.3	----	47/564	418/17.4		12.8		10.7	41	429	KQFC-F
4.	KJOT-F	(AOR)	27/ 6.9	----	10.2	----	9.7	----	37/425	317/13.2		20.1		13.8	53	510	KJOT-F
	KBOI	(MOR)	27/ 6.9	----	8.9	----	11.4	----	56/814	424/17.7		20.3		4.4	17	381	KBOI
6.	KHEZ-F	(EZ)	26/ 6.6	----	5.1	----	5.7	----	30/387	287/12.0		8.9		2.3	9	250	KHEZ-F
7.	KLTB-F	(O)	25/ 6.3	----	4.1	----	3.7	----	46/573	381/15.9		11.6		3.7	14	349	KLTB-F
8.	KLCI-F	(AOR)	22/ 5.6	----	5.6	----	2.9	----	27/406	317/13.2		13.9		6.0	23	399	KLCI-F
9.	KIDO	(N/T)	20/ 5.1	----	5.3	----	5.1	----	24/348	295/12.3		12.9		3.4	13	207	KIDO
10.	KIZN-F	(C)	17/ 4.3	----	2.8	----	4.9	----	24/403	257/10.7		8.5		9.1	35	314	KIZN-F
11.	KZMG-AF	(O)	16/ 4.1	----	6.9	----	6.3	----	24/367	271/11.3		17.2		8.0	31	458	KZMG-AF
12.	KGEM	(BB)	13/ 3.3	----	3.1	----	3.1	----	14/241	194/ 8.1		8.2		2.3	9	118	KGEM
13.	KBXL-F	(EZ)	11/ 2.8	----	2.0	----	4.9	----	21/277	188/ 7.8		6.7		1.3	5	146	KBXL-F

12+ FM SHARE (METRO): 77.68% (275 of 354) (SPG 89: 76.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFXD-F>>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KHEZ-F	1 KCIX-F>	1 KCIX-F>	1 KCIX-F>	1 KFXD-F>	1 KIDO >
2 KIZN-F>>	2 KJOT-F	2 KQFC-F	2 KLTB-F<	2 KQFC-F<	2 KQFC-F	2 KBOI	2 KQFC-F	2 KFXD-F	2 KIDO	2 KLTB-F
3 KJOT-F	KFXD-F	3 KJOT-F	3 KBOI	3 KLTB-F	KCIX-F	3 KFXD-F	KHEZ-F	3 KQFC-F	KHEZ-F	KJOT-F
4	4 KLCI-F	4 KLTB-F	4 KQFC-F	KBOI	KBOI	4 KQFC-F	4 KBOI <	4 KLTB-F<	4 KLCI-F	4 KIZN-F
5	5 KQFC-F	5 KLCI-F	5 KJOT-F	5 KJOT-F	5 KIDO	KIDO	5 KJOT-F	5 KJOT-F<	5 KQFC-F	KCIX-F
6	6	KFXD-F	6	6 KHEZ-F	6 KLTB-F	6	6	6 KHEZ-F	KCIX-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFXD-F>>	1 KCIX-F>	1 KCIX-F>>	1 KCIX-F>>	1 KCIX-F>>	1 KFXD-F	1 KJOT-F	1 KJOT-F	1 KJOT-F	1 KQFC-F
2 KCIX-F	2 KFXD-F>	2 KLCI-F>	2 KFXD-F	2 KHEZ-F	2 KLCI-F>	2 KQFC-F	2 KQFC-F	2 KCIX-F	KJOT-F
3 KQFC-F	3 KLCI-F>	3	3 KLTB-F	KBOI	3 KJOT-F>>	KLCI-F	3 KCIX-F	3 KQFC-F	KCIX-F
4 KLCI-F	4 KQFC-F		KBOI	4 KLTB-F	4 KQFC-F	4 KCIX-F	4 KZMG-AF	4 KLCI-F	4 KLTB-F
KIZN-F>	KJOT-F		5 KHEZ-F	5 KQFC-F	KCIX-F>>	5 KFXD-F	5	5 KLTB-F	5 KBOI

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		39 (1)	39 (1)	11.0	13.1
AOR/CLASSIC		49 (2)	49 (2)	13.8	16.9
AC/OLDIES/SOFT ROCK	5 (2)	88 (3)	93 (5)	26.3	30.3
MOR/VARIETY	29 (2)		29 (2)	8.2	9.6
COUNTRY		58 (3)	58 (3)	16.4	13.9
BLACK/URBAN					
BEAUTIFUL/EASY		37 (2)	37 (2)	10.5	7.7
NEWS/TALK	20 (1)		20 (1)	5.6	5.7
NOSTALGIA	13 (1)		13 (1)	3.7	
RELIGION/GOSPEL	12 (2)		12 (2)	3.4	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		4 (1)	4 (1)	1.1	0.8
	79 (8)	275 (12)	354 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBGN	1060	Caldwell/Boise	1.8/3.1/ 13/ 149
KCID	1490	Caldwell/Nampa	0.5/2.2/ 2/ 65
KCID-F	107.1	Caldwell/Nampa	1.0/2.4/ 4/ 57
KSGR	1340	Nampa/Boise	1.0/3.7/ 4/ 96
KSPD	790	Boise	1.3/5.1/ 5/ 152
KJHY-F	101.7	Emmet	1.0/2.3/ 4/ 54

RADIO STATIONS

KBOI, 670, 50 KW (DA-N) , MOR/FULL SER. MBS,ABC I, $ 23.00 (Katz) Pacific NW Al Vuylsteke
KGEM, 1140, 10 KW (DA-2) , NOSTALGIA , $ 13.00 (MMR) R. Weisenberger
KIDO, 630, 5 KW (DA-2) , NEWS/TALK NBC , $ 16.00 (Christal) Sundance Curt Peterson

KBXL-F, 94.1, 40 KW @ 2574, EZ , $ 12.00 (---) (CALDWELL) Nelson Wilson
KCIX-F, 105.9, 49 KW @ 2700, AC APR , $ 42.00 (McGuild) Kip Guth
KFXD-F, 94.9, 49 KW @ 2694, CHR , $ 23.00 (Roslin) (NAMPA) Dave Obenauf
KHEZ-F, 103.3, 54 KW @ 2588, EZ NBC , $ 14.00 (Republic) John Price (CALDWELL) Ken Stice
KIZN-F, 92.3, 44 KW @ 2500, COUNTRY , $ 15.00 (Torbet) Pacific Telecom Dan Melvin

KJOT-F, 105.1, 53 KW @ 2588, AOR ABC R , $ 22.00 (MMR) Ken Koch
KLCI-F, 96.9, 44 KW @ 2520, AOR UNISUP , $ 15.00 (---) (NAMPA) Jeff Langan
KLTB-F, 104.3, 52 KW @ 2579, OLDIES , $ 21.00 (Christal) Sundance Curt Peterson
KQFC-F, 97.9, 47 KW @ 2500, COUNTRY ABC E , $ 24.00 (Katz) Pacific NW Al Vuylsteke
KZMG-F, 93.1, 50 KW @ 2600, AC , $ 15.00 (Durpetti) (NEW PLYMOUTH)

Miscellaneous Comments: KIYS-F changes to KIZN-F and from CHR to COUNTRY (May)...KIZN-F (93.1) changes to KZMG-F and from COUNTRY to AC...KGEM now classified as NOSTALGIA...

BOSTON

Arbitron Rank/Pop (12+): 8/3,184,100
MSA Rank/Pop: 7/3,759,100
ADI # 6
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 41/29
Diaries: 2219/1435:1/45.0%
Sample Target: 2190
% Below Line: 6.2
% Not Listed: 11.0

1989 Revenue: $111,800,000
HH Inc.: $35,763
Retail $: 32.2 Bil
Pop per Station: 109,796
#1 Biller: WXKS-F $15,200,000

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WZOU-F (CHR)	421/ 7.4	7.1	5.5	5.6	6.6	6.4	546/8835	6329/19.9	18.2	18.8		9.9	554	6637	WZOU-F
2. WXKS-F (CHR)	409/ 7.2	5.9	6.2	8.0	7.7	6.8	472/8008	6504/20.4	18.5	20.3		8.7	487	6827	WXKS-F
3. WBCN-F (AOR)	404/ 7.1	4.6	5.3	5.5	5.8	5.6	492/6803	5187/16.3	14.8	15.4		6.3	349	4908	WBCN-F
4. WRKO (T)	396/ 6.9	7.8	6.6	6.6	6.5	7.0	491/6188	4887/15.3	13.8	14.8		5.8	322	4323	WRKO
5. WBZ (MOR)	337/ 5.9	7.3	5.9	5.4	5.9	6.1	448/6484	4673/14.7	15.4	16.0		5.1	285	3854	WBZ
6. WJIB-F (EZ)	263/ 4.6	4.8	5.1	5.2	6.3	4.9	365/4452	3146/ 9.9	12.2	13.3		3.4	192	2309	WJIB-F
7. WODS-F (O)	235/ 4.1	4.1	5.1	4.8	3.7	4.5	351/5754	3801/11.9	14.3	13.1		3.6	203	3537	WODS-F
8. WMJX-F (AC)	230/ 4.0	4.1	4.6	4.5	4.7	4.3	256/4888	4192/13.2	14.2	14.0		3.8	213	2956	WMJX-F
9. WHDH (T)	222/ 3.9	4.6	4.7	4.4	4.6	4.4	249/4561	3920/12.3	14.7	11.6		4.4	245	3415	WHDH
10. WZLX-F (CL AOR)	220/ 3.9	3.0	3.1	3.5	3.6	3.4	299/4711	3571/11.2	10.6	11.5		3.5	193	2841	WZLX-F
11. WSSH-F (SAC)	208/ 3.6	4.3	3.5	4.6	3.9	4.0	297/4586	3127/ 9.8	10.4	10.8		4.2	232	2790	WSSH-F
12. WEEI (N)	191/ 3.4	4.1	4.5	3.8	3.6	4.0	217/4786	4239/13.3	15.0	13.0		3.4	188	3683	WEEI
13. WROR-F (AC)	147/ 2.6	3.7	2.2	2.8	3.0	2.8	210/4672	3514/11.0	9.9	11.8		3.0	166	3200	WROR-F
14. WVBF-F (AC)	127/ 2.2	2.4	2.3	2.4	2.4	2.3	146/2819	2282/ 7.2	6.9	7.2		2.5	139	1919	WVBF-F
15. WILD (B)	125/ 2.2	2.9	2.5	2.1	2.1	2.4	127/1061	1047/ 3.3	3.1	3.3		1.9	104	991	WILD
16. WBOS-F (SAC)	116/ 2.0	2.0	1.6	2.2	1.3	2.0	142/2807	2214/ 7.0	5.7	5.3		1.6	88	1427	WBOS-F
17. WFNX-F (AOR)	115/ 2.0	1.6	1.9	1.9	2.2	1.9	126/2074	1852/ 5.8	5.2	6.4		2.2	121	1684	WFNX-F
18. WAAF-F (AOR)	103/ 1.8	1.5	1.8	1.2	0.9	1.6	275/4402	2075/ 6.5	6.7	5.4		3.4	188	2561	WAAF-F
19. WPLM-F (BB)	90/ 1.6	1.0	2.1	1.2	1.9	1.5	203/2849	1445/ 4.5	4.2	6.2		1.4	76	1441	WPLM-F
WCRB-F (CL)	90/ 1.6	1.7	2.1	1.7	1.9	1.8	130/2873	2147/ 6.7	6.7	5.9		1.4	79	1230	WCRB-F
21. WXKS (BB)	84/ 1.5	1.7	1.4	2.1	2.1	1.7	88/1198	1173/ 3.7	3.4	4.1		0.8	42	580	WXKS
22. WCGY-F (AOR)	80/ 1.4	1.8	1.9	1.9	1.4	1.8	106/2111	1448/ 4.5	5.4	5.6		2.6	147	1434	WCGY-F
23.															
24.															
25.															

12+ FM SHARE (METRO): 70.47% (3575 of 5073) (SPG 89: 68.63%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOU-F>>	1 WBCN-F	1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WRKO	1 WBZ	1 WBCN-F	1 WZOU-F	1 WZOU-F>	1 WBZ >
2 WXKS-F	2 WXKS-F	2 WXKS-F>	2 WXKS-F	2 WXKS-F	2 WBZ	2 WXKS-F	2 WXKS-F<	2 WBCN-F	2 WBZ	2 WHDH
3	3 WZOU-F	3 WZOU-F	3 WZLX-F	3 WODS-F	3 WJIB-F	3 WRKO	3 WRKO	3 WXKS-F	3 WBCN-F<	3 WRKO
4	4 WZLX-F>	4 WZLX-F	4 WODS-F<	4 WZLX-F	4 WHDH	4 WBCN-F	4 WZOU-F<	WRKO >	4 WHDH <	4 WMJX-F
5	5 WFNX-F	5 WODS-F	5 WMJX-F	WMJX-F	5 WSSH-F	5 WEEI <	5 WSSH-F	5 WJIB-F	5 WXKS-F	5 WXKS-F
6	6 WMJX-F	WMJX-F>	6 WZOU-F	6 WZOU-F	6 WODS-F	6 WZOU-F	6 WJIB-F	6 WZLX-F	6 WRKO	6 WJIB-F
7	7 WAAF-F	7 WROR-F	7 WROR-F	7 WBZ	WEEI	7 WODS-F	7 WMJX-F	7 WMJX-F	7 WMJX-F	7 WEEI <
8	8 WODS-F	8 WVBF-F<	8 WVBF-F	8 WSSH-F	8 WMJX-F	WHDH	8	WODS-F	8	8 WBCN-F
9	9	9 WFNX-F	WBZ	9	9	9	9	9	9	9 WODS-F
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXKS-F	1 WXKS-F	1 WXKS-F>	1 WXKS-F	1 WXKS-F	1 WBCN-F	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>	1 WBCN-F>
2 WZOU-F>>	2 WZOU-F>	2 WZOU-F<	2 WZOU-F>	2 WMJX-F>	2 WXKS-F>	2 WZLX-F<	2 WZLX-F>	2 WZLX-F	2 WZLX-F
3 WBCN-F	3 WBCN-F	3 WBCN-F	3 WMJX-F	3 WZOU-F<	3 WZOU-F	3 WXKS-F>	3 WXKS-F	3 WXKS-F	3 WODS-F
4 WFNX-F<	4 WMJX-F	4 WMJX-F	4 WBCN-F	4 WSSH-F	4 WAAF-F	4 WZOU-F<	4 WFNX-F	4 WODS-F	4 WRKO <
5 WILD	5 WZLX-F	5 WVBF-F	5 WODS-F<	WODS-F	5 WZLX-F	5 WAAF-F	5 WAAF-F<	5 WZOU-F	5 WXKS-F
6 WZLX-F	6 WVBF-F	6 WBOS-F<	6 WVBF-F	6 WVBF-F	6 WCGY-F	6 WCGY-F<	6 WCGY-F	6 WRKO	6 WHDH
7 WMJX-F>	WFNX-F	7 WZLX-F	7 WZLX-F	7 WBZ	7 WODS-F<	7 WFNX-F	7 WODS-F	7 WAAF-F	WBZ
8 WVBF-F	8 WROR-F	8 WROR-F	WSSH-F	WBCN-F	8 WMJX-F	8 WODS-F	8 WZOU-F	WCGY-F	8
WCGY-F	WBOS-F	9 WFNX-F	WROR-F	9	9 WFNX-F	9	9 WRKO	9	9
10	10	10	10	10	10	10	WILD	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		886 (5)	886 (5)	17.5	16.7
AOR/CLASSIC		963 (7)	963 (7)	19.0	17.8
AC/OLDIES/SOFT ROCK		1120 (8)	1120 (8)	22.1	21.1
MOR/VARIETY	378 (2)		378 (2)	7.5	7.4
COUNTRY	29 (1)	86 (3)	115 (4)	2.3	1.3
BLACK/URBAN	125 (1)		125 (1)	2.5	2.3
BEAUTIFUL/EASY		320 (4)	320 (4)	6.3	7.5
NEWS/TALK	809 (3)		809 (3)	15.9	17.3
NOSTALGIA	84 (1)	90 (1)	174 (2)	3.4	4.8
RELIGION/GOSPEL	32 (1)		32 (1)	0.6	1.4
SPANISH					
CLASSICAL		110 (2)	110 (2)	2.2	2.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS	41 (2)		41 (2)	0.8	
	1498 (11)	3575 (30)	5073 (41)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBET	1460	Brockton	0.4/1.0/ 22/ 396
WBOQ-F	104.9	Gloucester	0.4/1.1/ 22/ 369
WCAV-F	97.7	Brockton	0.4/0.9/ 25/ 370
WESX	1230	Salem	0.4/1.4/ 20/ 439
WJDA	1300	Quincy	0.7/1.2/ 41/ 397
WKKU	1510	Boston	0.5/1.7/ 33/ 584
WLYT-F	92.5	Haverhill/Bstn	0.4/1.3/ 48/ 800
WROL	950	Boston	0.6/1.6/ 37/ 666
WCTK-F	98.1	New Bedford	0.5/1.3/123/1646
WGIR-F	101.1	Manchester	0.3/1.4/120/1972
WHJY-F	94.1	Providence	0.4/1.6/189/3060
WHOB-F	106.3	Nashua	0.4/1.3/ 98/1308
WKPE-F	104.7	Orleans	0.3/0.6/ 47/ 588
WOKQ-F	97.5	Dover/Portsmth	0.7/1.7/176/2249
WPRO-F	92.3	Providence	0.3/1.8/269/4393
WQRC-F	99.9	Barnstable/Hyns	0.3/0.6/ 99/ 906
WSRS-F	96.1	Worcester	0.4/0.8/137/1684
WXLO-F	104.5	Fitchbrg/Worcst	0.6/1.7/111/1788
WZID-F	95.7	Manchester	0.3/0.9/117/1502

RADIO STATIONS

AM STATIONS

WBZ , 1030,	50 KW (DA-1)	, FULL SERVICE	ABC I,	$ 220.00	(Group W)		John Irwin
WEEI, 590,	5 KW (DA-1)	, NEWS	CBS,	$ 138.00	(CBS)		Michael Wheeler
WHDH, 850,	50 KW (DA-2)	, TALK	NBC TALKNT,	$ 130.00	(Banner)		Dan Griffin
WILD, 1090,	5 KW (DAYS)	, BLACK	SBN,	$ 40.00	(Roslin)		Monte Bowens
WKKU, 1510,	50 KW (DA-2)	, COUNTRY	UNISUP UNIULT,	$ 30.00	(HNWH)	Noble	Jennifer McCann
WMEX, 1150,	5 KW (DA-2)	, BUSINESS NEWS	,	$ 36.00	(McGuild)	Greater Media	Peter Smyth
WRKO, 680,	50 KW (DA-2)	, TALK	MBS UNIULT,	$ 178.00	(Republic)	Atlantic Ventures	Mark Renier
WROL, 950,	5 KW (DAYS)	, RELIGION	2	$ 21.00	(——)		Ken Carter
WXKS, 1430,	5 KW/1 KW (DA-N)	, NOSTALGIA	UNISUP UNIULT,	$ N/A	(MMR)	Pyramid	Lisa Fell

FM STATIONS

WBCN, 104.1,	22 KW @ 740,	AOR	,	$ 300.00	(Torbet)	Infinity	Tony Berardini
WBOS, 92.9,	9 KW @ 1152,	CL. AOR/VARIOUS	NBC,	$ 80.00	(Katz)	Ackerly	Mary Cashman
WCGY, 93.7,	50 KW @ 430,	AOR/CLASSIC AOR	ABC R,	$ 60.00	(K & P)	Curt Gowdy	Jim Murphy
WCRB, 102.5,	15 KW @ 920,	CLASSICAL	,	$ 90.00	(CMBS)		Lynn Nathanson
WFNX, 101.7,	1.6 KW @ 441,	AOR	,	$ 58.00	(——)		Dave Crowley
WHRB, 95.3,	3 KW @ 110,	VARIOUS	,	$ 30.00	(——)		Marc Peters
WJIB, 96.9,	12 KW @ 1010,	EZ	,	$ 90.00	(McGuild)	Ennis	Margaret Murphy
WMJX, 106.7,	24 KW @ 719,	SOFT AC	,	$ 145.00	(McGuild)	Greater Media	Peter Smyth
WODS, 103.3,	16 KW @ 887,	OLDIES	RADRAD,	$ 165.00	(CBS)	CBS	Dave Van Dyke
WPLM, 99.1,	50 KW @ 430,	NOSTALGIA	UNIULT,	$ 45.00	(Kadetsky)	(PLYMOUTH)	Jane Day
WROR, 98.5,	8 KW @ 1190,	AC	UNIPWR,	$ 125.00	(Republic)	Atlantic Ventures	Mark Renier
WSSH, 99.5,	39 KW @ 550,	SOFT AC	UNISUP,	$ 170.00	(HNWH)	Noble	Jennifer McCann
WVBF, 105.7,	14 KW @ 954,	AC	,	$ 80.00	(Banner)	Fairbanks	Jim Hilliard
WXKS, 107.9,	23 KW @ 722,	CHR	,	$ 280.00	(MMR)	Pyramid	John Madison
WZLX, 100.7,	20 KW @ 724,	CLASSIC AOR	,	$ 156.00	(Christal)	Cook Inlet	Gerald Charm
WZOU, 94.5,	12 KW @ 1053,	CHR	,	$ 150.00	(Eastman)	Ardman	Alan Chartrand

WAAF — SEE WORCESTER

BRIDGEPORT

Arbitron Rank/Pop (12+): 93/373,200

MSA Rank/Pop: 64/822,100 (county)
New York ADI
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 32/4
Diaries: 738/506:1/49.4%
Sample Target: 780
% Below Line: 54.7
% Not Listed: 14.1

1989 Revenue: $23,000,000
HH Inc.: $42,595
Retail $: 4.1 Bil
Pop per Station: 93,300
#1 Biller: WEBE-F $5,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WICC	(MOR)	105/15.1	11.0	10.3	10.7	13.3	----		1147/30.7	30.4	30.0					WICC
2. WEZN-F	(SAC)	94/13.5	15.7	16.6	14.7	13.5	----		1041/27.9	31.2	32.5					WEZN-F
3. WKCI-F	(CHR)	68/ 9.8	9.8	9.3	7.7	9.3	----		1031/27.6	25.7	24.7					WKCI-F
4. WEBE-F	(AC)	59/ 8.5	9.1	8.6	8.9	10.5	----		771/20.7	21.6	22.4					WEBE-F
5. WPLR-F	(AOR)	42/ 6.0	7.6	7.0	8.4	9.2	----		635/17.0	18.5	20.1					WPLR-F
6. WFAN	(T)	28/ 4.0	3.3	2.9	1.3	1.3	----		545/14.6	11.5	9.9					WFAN
7. WRKS-F	(B)	19/ 2.7	1.7	1.3	2.7	3.4	----		198/ 5.3	4.2	4.9					WRKS-F
8. WCBS	(N)	17/ 2.4	3.3	2.7	2.8	3.3	----		457/12.2	15.0	12.0					WCBS
9. WWYZ-F	(C)	15/ 2.2	1.6	1.7	0.7	----	----		184/ 4.9	3.9	5.4					WWYZ-F
10. WEFX-F	(CL AOR)	14/ 2.0	1.3	0.8	0.7	0.7	----		261/ 7.0	5.7	2.9					WEFX-F

NOTE: This market's MSA and TSA are the same.

12+ FM SHARE (METRO): 64.15% (383 of 597) (SPG 89: 71.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F<	1 WICC <	1 WICC	1 WICC	1 WICC >>	1 WEZN-F	1 WICC <	1 WEZN-F<	1 WICC <
2 WPLR-F	2 WEBE-F<	2 WEBE-F	2 WEZN-F	2 WEZN-F	2 WEZN-F>>	2 WEZN-F	2 WICC	2 WEZN-F	2 WKCI-F	2 WEZN-F>
3 WQHT-F>	3 WPLR-F>	WICC <	3 WEBE-F	3 WEBE-F	3 WEBE-F	3 WEBE-F	3 WEBE-F	3 WKCI-F	3 WICC >>	3 WKCI-F
4 WRKS-F	4 WICC	4 WEZN-F	4 WKCI-F	4 WKCI-F	4 WKCI-F	4 WKCI-F	4 WKCI-F>	4 WEBE-F	4 WRKS-F	WCBS
5	5 WEZN-F	5 WPLR-F	5 WPLR-F	5 WPLR-F	5 WFAN	5 WFAN	5 WPLR-F	5 WPLR-F	WPLR-F	5
6	6 WEFX-F	6	6	6 WFAN	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKCI-F>>	1 WKCI-F<	1 WEBE-F>	1 WEZN-F<	1 WEZN-F		1 WPLR-F	1 WPLR-F>>	1 WPLR-F>>	1 WPLR-F	1 WICC
2 WEBE-F>>	2 WEBE-F>>	2 WKCI-F	2 WKCI-F	2 WICC >		WKCI-F	2 WKCI-F	2 WFAN	2 WICC	2 WPLR-F
3 WPLR-F	3 WEZN-F	3 WEZN-F	3 WEBE-F	3 WEBE-F		3 WEFX-F>	WEFX-F	WEBE-F>	3 WKCI-F	WFAN
4	4 WRKS-F	4 WICC	4 WICC >	4 WKCI-F		4 WICC >	4 WICC	4 WICC	WEBE-F	4 WEBE-F
5	WPLR-F	5 WRKS-F	5	5		5 WEZN-F	5 WEBE-F	5 WEFX-F	5 WFAN	5 WEZN-F
	WICC	6 WPLR-F	6	6		6	6 WFAN	6	6	6 WKCI-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		90 (6)	90 (6)	15.1	16.3
AOR/CLASSIC		78 (5)	78 (5)	13.1	13.4
AC/OLDIES/SOFT ROCK		169 (6)	169 (6)	28.3	33.3
MOR/VARIETY	112 (3)		112 (3)	18.8	12.5
COUNTRY		25 (2)	25 (2)	4.2	3.9
BLACK/URBAN	8 (1)	21 (2)	29 (3)	4.9	1.9
BEAUTIFUL/EASY					1.6
NEWS/TALK	65 (4)		65 (4)	10.9	11.0
NOSTALGIA	29 (3)		29 (3)	4.9	2.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					1.1
UNKNOWN/OTHERS					1.9
	214 (11)	383 (21)	597 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADS	690	Ansonia	1.2/2.7/
WDJZ	1530	Bridgeport	1.4/4.4/
WABC	770	New York	1.0/3.3/
WAVZ	1300	New Haven	1.2/3.4/
WBLI-F	106.1	Patchogue	0.3/2.9/
WBLS-F	107.5	New York	0.3/1.4/
WCBS-F	101.1	New York	0.4/1.5/
WDRC-F	102.9	Hartford	1.0/4.8/
WELI	960	New Haven	0.7/2.8/
WGSM	740	Huntington	1.6/3.0/
WHTZ-F	100.3	Newark/New York	0.4/3.7/
WIOF-F	104.1	Waterbury	0.4/1.6/
WKSS-F	95.7	Hartford-Meridn	0.4/3.1/
WNEW-F	102.7	New York	0.9/2.9/
WNSR-F	105.1	New York	0.4/1.7/
WOR	710	New York	1.9/6.5/
WPLJ-F	95.5	New York	0.4/4.9/
WQHT-F	97.1	New York	1.6/6.1/
WRKI-F	95.1	Brookfield	1.3/6.6/
WTIC	1080	Hartford	0.3/1.9/
WXRK-F	92.3	New York	1.0/5.1/
WYNY-F	103.5	Lk Success/NY	1.4/4.9/

RADIO STATIONS

WADS ,	690,	1 KW (DAYS) ,	Ethnic	APR, $ 14.00	(---)			Manual Santos
WCUM ,	1450,	1 KW ,	Hispanic	, $ 15.00	(---)			Jose Lugo
WDJZ ,	1530,	5 KW (DAYS, DA) ,	Nostalgia	APR, $ 19.00	(K & P)			Russ Knight
WICC ,	600,	1 KW/500W (DA-2) ,	MOR/Full Service	, $ 70.00	(Banner)	ML/WIN		Vince Cremona
WEZN-F,	99.9,	25 KW @ 680 ,	Soft AC	, $103.00	(Katz)	NewCity		Jim Morley
WEBE-F,	107.9,	50 KW @ 483 ,	AC	, $115.00	(Banner)	ML/WIN	(WESTPORT)	Vince Cremona
WEFX-F,	95.9,	3 KW @ 300 ,	Classic AOR	, $ 49.00	(Christal)	CRB	(NORWALK)	Don Lacerenza
WRKI-F,	95.1,	50 KW @ 500 ,	AOR	, $ 70.00	(Eastman)	Home News	(BROOKFIELD)	John Fullam

Other ranked stations - See New York, Hartford or New Haven

BUFFALO-NIAGARA FALLS

Arbitron Rank/Pop (12+): 39/992,000

MSA Rank/Pop: 54/949,400 (Buffalo)
ADI # 38 198/215,200 (Niagara Falls)
Average Person Ratings: 17.9
Market TSL: 23.25 hours

Stations: 26/22
Diaries: 1240/800.1/53.1%
Sample Target: 1290
% Below Line: 3.1
% Not Listed: 8.9

1989 Revenue: $28,100,000
HH Inc.: $27,650
Retail $: 7.2 Bil
Pop per Station: 45,090
#1 Biller: WBEN $4,700,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKSE-F	(CHR)	191/10.7	8.1	9.1	11.3	9.5	9.8	197/2747	2579/26.0	24.4	25.9		12.9	243	3245	WKSE-F
2. WYRK-F	(C)	156/ 8.8	8.2	8.8	8.8	8.5	8.6	186/2031	1661/16.7	16.2	17.3		7.3	138	1337	WYRK-F
3. WBEN	(MOR)	147/ 8.3	7.8	10.7	6.8	7.9	8.4	164/2337	2099/21.2	31.2	20.4		8.1	153	2061	WBEN
4. WBUF-F	(AC)	133/ 7.5	8.6	5.4	6.3	8.6	7.0	150/1759	1505/15.2	12.3	17.2		5.5	104	1158	WBUF-F
5. WGR -F	(AOR)	130/ 7.3	7.7	9.1	7.6	9.4	7.9	171/2276	1854/18.7	17.2	17.6		9.3	174	1540	WGR -F
6. WJYE-F	(EZ)	127/ 7.1	8.8	7.9	9.1	11.2	8.2	140/2074	1855/18.7	18.4	23.5		4.6	87	1237	WJYE-F
7. WMJQ-F	(CHR)	116/ 6.5	6.6	5.1	5.9	4.2	6.0	200/3107	2137/21.5	19.1	18.2		7.8	146	2218	WMJQ-F
8. WHTT-F	(O)	109/ 6.1	5.4	6.1	6.0	5.2	5.9	118/1811	1590/16.0	17.3	14.3		7.0	131	1335	WHTT-F
9. WUFX-F	(CL AOR)	95/ 5.3	3.6	4.9	4.4	2.9	4.6	100/1591	1486/15.0	14.2	12.9		5.7	107	1254	WUFX-F
10. WECK	(BB)	79/ 4.4	3.9	3.2	3.8	5.8	3.8	80/858	849/ 8.6	7.1	9.7		2.1	39	633	WECK
WBLK-F	(B)	79/ 4.4	7.6	4.7	6.6	5.7	5.8	80/941	894/ 9.0	10.1	10.1		6.7	125	1398	WBLK-F
12. WGR	(N/T)	49/ 2.8	3.0	3.5	4.0	1.6	3.3	68/1448	1112/11.2	11.7	9.4		3.2	60	729	WGR
13. WWKB	(N/T)	32/ 1.8	1.0	1.9	1.0	1.7	1.4	38/672	557/ 5.6	5.5	5.2		2.5	47	603	WWKB
14. CJFT	(MOR)	26/ 1.5	1.8	1.6	1.2	1.1	1.5	27/305	289/ 2.9	2.6	3.0		1.0	18	233	CJFT
15. WDCX-F	(REL)	24/ 1.3	1.1	1.5	1.0	1.5	1.2	25/568	459/ 4.6	4.4	4.0		1.1	20	426	WDCX-F
16. WBMW-F	(J/NA)	21/ 1.2	1.3	1.3	1.4	0.6	1.3	24/500	408/ 4.1	3.9	2.7		1.3	25	380	WBMW-F
17.																
18.																
19.																
20.																

12+ FM SHARE (METRO): 74.65% (1210 of 1621) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSE-F<	1 WKSE-F	1 WKSE-F	1 WHTT-F	1 WHTT-F	1 WBEN	1 WBEN >	1 WKSE-F	1 WKSE-F>	1 WKSE-F>	1 WBEN >>
2 WMJQ-F	2 WGR -F	2 WGR -F	2 WYRK-F	2 WYRK-F<	2 WYRK-F	2 WKSE-F	2 WJYE-F	2 WGR -F<	2 WBEN <	2 WHTT-F
3	3 WUFX-F>	3 WYRK-F	3 WGR -F<	3 WBUF-F	3 WJYE-F	3 WYRK-F	3 WBUF-F	3 WYRK-F	3 WMJQ-F	WGR -F
4	4 WMJQ-F	4 WHTT-F	4 WKSE-F<	4 WKSE-F<	4 WBUF-F	4 WBUF-F	4 WYRK-F	WJYE-F	4 WYRK-F	4 WYRK-F
5	5 WBUF-F	5 WUFX-F	5 WBUF-F>	5 WGR -F	5 WECK	5 WGR -F<	5 WGR -F	5 WBUF-F	5 WUFX-F<	WBLK-F
6	6	WBUF-F	6 WJYE-F	6 WJYE-F	6 WHTT-F	6 WHTT-F	6 WBEN <	6 WMJQ-F	6 WHTT-F	6 WWKB <
7	7	7 WMJQ-F	7 WMJQ-F	7	7	7 WMJQ-F	7 WUFX-F	7	7 WGR-F	7 WUFX-F
8	8	8	8 WUFX-F	8	8	8	WHTT-F	8	8	8
9	9	9	9	9	9	9		9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKSE-F>>	1 WKSE-F>	1 WKSE-F	1 WKSE-F>	1 WBUF-F
2 WGR -F	2 WGR -F	2 WBUF-F	2 WBUF-F	2 WKSE-F
3 WUFX-F	WBUF-F	3 WMJQ-F	3 WYRK-F	3 WJYE-F
WBLK-F	4 WMJQ-F	4 WHTT-F	4 WHTT-F	WHTT-F<
5 WMJQ-F	5 WUFX-F	WGR -F	5 WMJQ-F	5 WYRK-F>
6 WBUF-F	6 WBLK-F	6 WJYE-F	6 WJYE-F	6 WMJQ-F
7 WYRK-F>>	7 WYRK-F	7 WYRK-F	7 WGR -F	7
8	8	8 WUFX-F>	WBLK-F	8
9	9	9	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSE-F<	1 WGR -F	1 WGR -F>	1 WGR -F>	1 WHTT-F
2 WUFX-F	2 WUFX-F<	2 WUFX-F	2 WUFX-F<	2 WYRK-F
3 WGR -F>	3 WKSE-F>>	3 WKSE-F>	3 WKSE-F	3 WBUF-F
4 WMJQ-F>	4 WMJQ-F	4 WMJQ-F	4 WYRK-F<	4 WUFX-F<
5 WYRK-F>	5	WHTT-F	5 WHTT-F>	5 WKSE-F
6 WJYE-F	6	6 WBUF-F	6 WBUF-F	6 WBEN
WBLK-F	7	7 WJYE-F	7 WMJQ-F	7
8 CILQ-F	8	8 WBLK-F	8	8
CHTZ-F>	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		307 (2)	307 (2)	18.9	15.1
AOR/CLASSIC		254 (5)	254 (5)	15.7	14.4
AC/OLDIES/SOFT ROCK	30 (3)	242 (2)	272 (5)	16.8	17.0
MOR/VARIETY	178 (3)		178 (3)	11.0	11.2
COUNTRY	10 (1)	156 (1)	166 (2)	10.2	10.1
BLACK/URBAN	18 (1)	79 (1)	97 (2)	6.0	7.3
BEAUTIFUL/EASY		127 (1)	127 (1)	7.8	12.3
NEWS/TALK	81 (2)		81 (2)	5.0	1.9
NOSTALGIA	94 (2)		94 (2)	5.8	6.3
RELIGION/GOSPEL		24 (1)	24 (1)	1.5	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		21 (1)	21 (1)	1.3	0.7
UNKNOWN/OTHERS					2.0
	411 (12)	1210 (14)	1621 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGKT	1400	Buffalo	0.6/2.1/ 11/ 206
WHLD	1270	Niagara Falls	0.8/3.2/ 15/ 320
WHTT	1120	Buffalo	0.5/2.4/ 13/ 272
WJJL	1440	Niagara Falls	0.3/1.1/ 5/ 108
WLVL	1340	Lockport	0.6/2.1/ 10/ 211
WUFO	1080	Amherst	1.0/3.1/ 18/ 305
WXRL	1300	Lancaster/Buffl	0.6/2.9/ 10/ 319
CFNY-F	102.1	Brampton ON	0.7/3.0/ 13/ 299
CHTZ-F	97.7	St. Catherines	0.6/2.5/ 10/ 252
CILQ-F	107.1	Toronto	0.3/1.1/ 6/ 150

RADIO STATIONS

AM STATIONS

WBEN,	930,	50 KW (DA-N) ,	Full Service	CBS UNIULT,	$ 80.00	(Eastman)		Tom Van Nortwick
WECK,	1230,	1 KW ,	Nostalgia	NBS UNISUP,	$ 28.00	(HNWH)	Williams	Rob Williams
WGKT,	1400,	1 KW ,	Oldies	,	$ 20.00	(Torbet)	Metroplex	Peter Coughlin
WGR ,	550,	5 KW (DA-N) ,	News/Talk	ABC E,	$ 50.00	(Katz)		Charles Banta
WHTT,	1120,	1 KW (DAYS) ,	See WHTT-F					
WUFO,	1080,	1 KW (DAYS) ,	Black	SBN,	$ 18.00	(---)	Sheridan	Jesse Key
WWKB,	1520,	50 KW (DA-1) ,	Business News	UNIULT,	$ 35.00	(HNWH)	Price	Jim Meltzer
WXRL,	1300,	2.4 KW/2.5KW(DA-2,	Country	MBS,	$ 24.00	(---)		Louis Schriver
WBLK-F,	93.7,	50 KW @ 400,	Black	RADRAD,	$ 40.00	(Durpetti)		Fred Patrick
WBMW-F,	107.7,	12 KW @ 800,	Jazz/NAC	SMN UNIPWR,	$ 32.00	(---)	(WETHERSFIELD)	John Casciani
WBUF-F,	92.9,	91 KW @ 580,	AC	,	$ 80.00	(McGuild)	Lincoln	Larry White
WDCX-F,	99.5,	110 KW @ 640,	Religion	,	$ 21.00	(---)	Crawford	Nevin Larson
WGR-F ,	96.9,	16 KW @ 890,	AOR	,	$ 66.00	(Katz)		Charles Banta
WHTT-F,	104.1,	50 KW @ 390,	Oldies	,	$ 60.00	(MMR)	Pyramid	Ron Rice
WJYE-F,	96.1,	50 KW @ 475,	EZ/Soft AC	UNISUP,	$ 58.00	(HNWH)	Williams	Rob Williams
WKSE-F,	98.5,	46 KW @ 420,	CHR	ABC R,	$ 57.00	(HNWH)	Price	Jim Meltzer
WMJQ-F,	102.5,	110 KW @ 1340,	CHR	SOURCE,	$ 52.00	(Eastman)		Tom VanNortwick
WUFX-F,	103.3,	49 KW @ 340,	Classic AOR	CBS,	$ 48.00	(Torbet)	Metroplex	Peter Coughlin
WYRK-F,	106.5,	50 KW @ 390,	Country	,	$ 68.00	(McGuild)	Stoner	Kitty Bocock

Miscellaneous Comments: WECK/WJYE-F sold to Ralph Guild for $12,000,000...

CANTON

Arbitron Rank/Pop (12+): 108/332,400

MSA Rank/Pop: 121/398,000
Cleveland ADI
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 29/7
Diaries: 703/473:1/57.8%
Sample Target: 730
% Below Line: 44.5
% Not Listed: 10.8

1989 Revenue: $7,900,000
HH Inc.: $26,594
Retail $: 2.4 Bil
Pop per Station: 47,485
#1 Biller: WHBC $2,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WHBC-F	(EZ)	92/15.3	12.7	14.7	12.8	11.8	----	102/920	751/22.6	24.2	24.4					WHBC-F
2. WQXK-F	(C)	67/11.1	6.9	9.0	7.5	10.9	----	96/917	561/16.9	13.9	17.6					WQXK-F
3. WHBC	(MOR)	54/ 9.0	9.9	11.6	11.8	10.7	----	57/836	779/23.4	24.4	23.1					WHBC
4. WRQK-F	(AOR)	51/ 8.5	7.6	4.6	8.2	8.6	----	77/781	543/16.3	15.6	13.7					WRQK-F
5. WDJQ-F	(CHR)	48/ 8.0	10.1	8.1	11.1	10.9	----	58/852	695/20.9	19.5	19.9					WDJQ-F
6. WKDD-F	(CHR)	41/ 6.8	7.1	6.2	7.4	7.4	----	68/971	629/18.9	18.7	18.5					WKDD-F
7. WONE-F	(AOR)	22/ 3.7	4.9	4.6	2.9	1.8	----	38/517	299/ 9.0	9.8	9.7					WONE-F
8. WQMX-F	(AC)	16/ 2.7	3.3	2.3	1.9	0.7	----	30/350	217/ 6.5	6.8	6.9					WQMX-F
9. WNPQ-F	(CHR)	15/ 2.5	2.3	2.4	0.9	1.6	----	25/392	262/ 7.9	7.2	9.8					WNPQ-F
10. WNIR-F	(T)	14/ 2.3	2.9	4.1	1.9	3.5	----	20/212	166/ 5.0	5.8	5.1					WNIR-F
WDOK-F	(SAC)	14/ 2.3	1.7	1.1	1.2	1.2	----	18/308	245/ 7.4	6.7	4.4					WDOK-F

12+ FM SHARE (METRO): 84.36% (453 of 537) (SPG 89: 79.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJQ-F	1 WRQK-F>	1 WRQK-F	1 WQXK-F	1 WQXK-F>	1 WNPQ-F>	1 WHBC-F	1 WHBC-F>	1 WHBC-F	1 WDJQ-F	1 WHBC-F
2 WPHR-F<	2 WKDD-F<	2 WDJQ-F	2 WDJQ-F	2 WHBC-F	2 WQXK-F	2 WHBC >	2 WQXK-F<	2 WQXK-F	2 WQXK-F	2 WQXK-F
3 WKDD-F	3 WDJQ-F	3 WQXK-F<	3 WHBC-F	3 WDJQ-F	3 WHBC-F	3 WQXK-F	3 WRQK-F	3 WRQK-F	WRQK-F	WDJQ-F
4 WRQK-F	4 WONE-F	4 WKDD-F>	4 WKDD-F	4 WHBC	4	4 WKDD-F<	4 WHBC	4 WKDD-F	4 WHBC	4 WRQK-F
5 WNPQ-F	5 WQXK-F	5 WHBC-F<	5 WRQK-F	5 WKDD-F	5	5 WRQK-F	5 WDJQ-F	WDJQ-F	5 WKDD-F	5
6	6	6 WHBC	WHBC	6 WRQK-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQK-F>>	1 WRQK-F>	1 WDJQ-F	1 WDJQ-F<	1 WQXK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F>	1 WRQK-F
2 WKDD-F	2 WKDD-F	2 WQXK-F	2 WQXK-F	2 WDJQ-F	2 WDJQ-F	2 WONE-F	2 WONE-F	2 WONE-F	2 WQXK-F
3 WDJQ-F>	WDJQ-F>	WKDD-F>	WTIG	3 WHBC-F	3 WONE-F	3 WKDD-F	WKDD-F>	WKDD-F	3 WHBC-F
4 WONE-F>	4 WQXK-F>	4 WHBC-F	4 WKDD-F	4 WHBC	4 WKDD-F	4 WDJQ-F>	4 WMMS-F	4 WDJQ-F	4 WKDD-F
5 WPHR-F>	5 WONE-F	5 WHBC	5 WNPQ-F	5 WKDD-F	5 WQXK-F	5 WHBC	5 WQMX-F	5 WQXK-F	WHBC
6	6	6 WONE-F	6 WHBC-F	6	WHBC >	6	WNCX-F	6 WHBC	6
							WDJQ-F		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		113 (4)	113 (4)	21.0	20.7
AOR/CLASSIC		90 (4)	90 (4)	16.8	14.5
AC/OLDIES/SOFT ROCK		51 (5)	51 (5)	9.5	8.5
MOR/VARIETY	63 (3)		63 (3)	11.7	13.2
COUNTRY	9 (3)	81 (3)	90 (6)	16.8	13.4
BLACK/URBAN		9 (1)	9 (1)	1.7	2.4
BEAUTIFUL/EASY		95 (2)	95 (2)	17.7	16.7
NEWS/TALK	3 (1)	14 (1)	17 (2)	3.2	6.4
NOSTALGIA	5 (1)		5 (1)	0.9	1.3
RELIGION/GOSPEL	4 (1)		4 (1)	0.7	2.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.4
UNKNOWN/OTHERS					
	84 (9)	453 (20)	537 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFAH	1310	Alliance	0.8/3.0/ 5/ 101
IG	990	Massillion	0.7/2.4/ 5/ 89
WAKR	1590	Akron	0.7/2.0/ 4/ 82
WBBG-F	93.3	Youngstown	0.3/2.2/ 12/ 165
WGAR	1220	Cleveland	0.3/2.1/ 3/ 110
WGAR-F	99.5	Cleveland	0.7/2.5/ 7/ 150
WHLO	640	Akron/Cleveland	0.7/2.5/ 9/ 259
WLTF-F	106.5	Cleveland	1.0/5.4/ 21/ 344
WMJI-F	105.7	Cleveland	2.2/9.3/ 17/ 456
WMMS-F	100.7	Cleveland	1.5/5.5/ 13/ 326
WNCX-F	98.5	Cleveland	1.3/6.5/ 12/ 344
WPHR-F	107.9	Cleveland	1.5/4.6/ 14/ 189
WQAL-F	104.1	Cleveland	0.5/2.0/ 3/ 66
WQKT-F	104.5	Wooster	1.7/3.9/ 41/ 404
WRMR	850	Cleveland	0.8/2.6/ 7/ 133
WSLR	1350	Akron	0.5/1.7/ 3/ 62
WWWE	1100	Cleveland	0.5/3.5/ 14/ 259
WZAK-F	93.1	Cleveland	1.5/2.9/ 9/ 95

RADIO STATIONS

WFAH, 1310, 1 KW/18 W (DA-1) , NOSTALGIA	ABC I , $ 13.00 (HNWH)		(ALLIANCE)	Dick Elliott
WHBC, 1480, 5 KW (DA-N) , MOR/FULL SER.	ABC E , $ 55.00 (Christal)			Bill Chambers
WDJQ-F, 92.5, 50 KW @ 500, CHR	, $ 40.00 (HNWH)			Dick Elliott
WHBC-F, 94.1, 46 KW @ 515, EZ/BTFL	ABC E , $ 36.00 (Christal)			Bill Chambers
WNPQ-F, 95.9, 1.6 KW @ 400, CHR	, $ 15.00 (Regional)		(NEW PHILADELPHIA)	Dennis Newell
WRQK-F, 106.9, 28 KW @ 340, AOR	UNISUP , $ 31.00 (Eastman)			Larry Gawthrop
WTOF-F, 98.1, 36 KW @ 570, RELIGION	, $ 15.00 (---)	Mortenson		Tom Bishop

OTHER RANKED STATIONS -- See Akron & Cleveland

CASPER

Arbitron Rank/Pop (12+): 260/52,800
MSA Rank/Pop: 348/61,300
ADI # 193 (w/Riverton)
Average Person Ratings: 17.4
Market TSL: 23.75 hours

Stations: 6/6
Diaries: 552/96:1/56.0%
Sample Target: 550
% Below Line: 0.0
/% Not Listed: 18.5

1989 Revenue: $2,500,000
HH Inc.: $29,577
Retail $: .53 Bil
Pop per Station: 8,800
#1 Biller: KTRS-F $850,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KTRS-F	(CHR)	27/29.3	----	48.9	----	43.8	----	40/452	266/50.4		59.3					KTRS-F
2. KQLT-F	(EZ)	16/17.4	----	11.4	----	13.5	----	19/202	165/31.3		21.4					KQLT-F
3. KVOC	(C)	13/14.1	----	17.0	----	15.7	----	13/180	169/32.0		26.3					KVOC
4. KTWO	(C)	9/ 9.8	----	11.4	----	20.2	----	10/195	121/22.9		29.2					KTWO
5. KMGW-F	(AC)	8/ 8.7	----	----	----	----	----	8/148	132/25.0		0.0					KMGW-F
6. KUYO	(REL)	2/ 2.2	----	1.1	----	----	----	4/44	22/ 4.2		3.7					KUYO
7.																
8.																
9.																
10.																

12+ FM SHARE (METRO): 68.00% (51 of 75) (SPG 89: 67.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KQLT-F	1 KVOC	1 KTRS-F>>	1 KTRS-F	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F
2	2 KQLT-F>	2 KQLT-F>>	KQLT-F>>	2 KTRS-F>>	2 KQLT-F	2 KVOC	2 KQLT-F>	2 KQLT-F	2	2 KVOC
3	3 KMGW-F	3 KMGW-F	3 KMGW-F	3 KMGW-F	3 KTWO >	KQLT-F	3 KVOC	3 KVOC >	3	3
4	4	4	4	4 KVOC	4 KMGW-F	4 KTWO	KMGW-F	4 KTWO	4	4
5	5	5	5	5	5	5 KMGW-F	5 KTWO	KMGW-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F>>	1 KTRS-F	1 KQLT-F
2	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>	2 KQLT-F>>	2 KVOC	2 KQLT-F>>	2 KQLT-F>>	2 KQLT-F>>	2 KTRS-F>
3	3 KMGW-F>	3 KMGW-F>>	3 KMGW-F>	3 KMGW-F>	3	3 KVOC	3 KTWO	3 KMGW-F>	3 KVOC
4	4 KUYO	4 KUYO	4	4 KVOC	4	KTWO	KMGW-F>>	4 KVOC	KMGW-F
5	5	5	5	5	5	KMGW-F	5 KVOC	KTWO	5 KTWO

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		27 (1)	27 (1)	36.0	53.1
AOR/CLASSIC					2.5
AC/OLDIES/SOFT ROCK		8 (1)	8 (1)	10.7	
MOR/VARIETY					
COUNTRY	22 (2)		22 (2)	29.3	30.9
BLACK/URBAN					
BEAUTIFUL/EASY		16 (1)	16 (1)	21.3	12.3
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	2 (1)		2 (1)	2.7	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	24 (3)	51 (3)	75 (6)		

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS

KTWO ,	1030,	50 KW (DA-2)	, Country	CBS,	$15.00	(Katz)	Bob Price
KUYO ,	830,	10 KW (DAYS)	, Religion	,	$ 6.00	(---)	Jon Buckley
KVOC ,	1230,	1 KW	, Country	I,	$16.00	(Eastman)	Ray Ebert
KMGW-F,	94.5,	63 KW @ 1910	, AC	,	$13.00	(Katz)	Bob Price
KQLT-F,	103.7,	59 KW @ 1909	, EZ/Soft AC	,	$15.00	(Mc-Guild)	Dan Roberts
KTRS-F,	95.5,	94 KW @ 1920	, CHR	ABC C,	$21.00	(Torbet)	Bill Hart

CEDAR RAPIDS

Arbitron Rank/Pop (12+): 193/138,400

MSA Rank/Pop: 228/171,300
ADI # 81 (w/Waterloo & Dubq.)
Average Person Ratings: 15.3
Market TSL: 20.00 hours

Stations: 14/10
Diaries: 628/220:1/58.5%
Sample Target: 575
% Below Line: 6.6
% Not Listed: 13.7

1989 Revenue: $7,500,000
HH Inc.: $31,520
Retail $: 1.2 Bil
Pop per Station: 13,840
#1 Biller: WMT $2,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WMT	(MOR)	34/16.0	----	16.4	----	20.8	----	87/1085	384/27.7		25.7		13.8	32	373	WMT
2. KHAK-AF	(C)	33/15.6	----	17.3	----	13.1	----	65/752	381/27.5		34.7		13.8	32	469	KHAK-AF
3. KKRQ-F	(AC)	31/14.6	----	5.0	----	4.5	----	57/855	390/28.2		16.1		10.3	24	313	KKRQ-F
4. KQCR-F	(CHR)	23/10.8	----	8.6	----	7.7	----	39/711	403/29.1		24.0		15.1	35	402	KQCR-F
5. WMT -F	(AC)	18/ 8.5	----	10.9	----	12.7	----	43/551	280/20.2		24.3		9.1	21	261	WMT -F
6. KRNA-F	(AOR)	16/ 7.5	----	11.4	----	12.2	----	45/616	204/14.7		22.2		12.1	28	354	KRNA-F
7. KFMW-F	(CHR)	9/ 4.2	----	3.6	----	3.6	----	48/677	183/13.2		14.2		2.2	5	159	KFMW-F
KMRY	(BB)	9/ 4.2	----	2.7	----	4.5	----	9/143	105/ 7.6		6.5		4.3	10	85	KMRY
9. KOKZ-F	(CHR)	3/ 1.4	----	5.9	----	5.4	----	15/483	162/11.7		19.5		4.3	10	223	KOKZ-F
KCRG	(C)	3/ 1.4	----	2.3	----	4.1	----	9/294	170/12.3		10.3		2.6	6	137	KCRG

12+ FM SHARE (METRO): 72.13% (132 of 183) (SPG 89: 74.74%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQCR-F>>	1 KRNA-F	1 KKRQ-F>	1 KKRQ-F>	1 KKRQ-F	1 WMT	1 WMT >	1 KHAK-AF	1 KKRQ-F<	1 KQCR-F	1 WMT >
2 KOKZ-F	2 KKRQ-F	2 KHAK-AF	2 KHAK-AF	2 KHAK-AF>	2 KHAK-AF>	2 KHAK-AF>	2 KKRQ-F	2 KHAK-AF	KKRQ-F>	2 KKRQ-F>
KKRQ-F	3 KQCR-F	3 WMT -F	3 WMT -F	3 WMT -F	3 KKRQ-F>	3 KQCR-F	3 WMT	3 KQCR-F	3 KHAK-AF	3 KHAK-F
4	4 WMT -F>	4 KRNA-F	4 KQCR-F>	4 KQCR-F>	4 KMRY	KKRQ-F	4 WMT -F	4 WMT	WMT	4
5	5 KHAK-AF	KQCR-F	5 KRNA-F	5 KRNA-F	5 WMT -F	5 WMT -F	5 KQCR-F	5 WMT -F	5 KRNA-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRQ-F>	1 KQCR-F	1 KQCR-F	1 KKRQ-F>	1 KKRQ-F>	1 KRNA-F>>	1 KRNA-F>>	1 KRNA-F>	1 KRNA-F	1 KHAK-AF
2 KHAK-AF	KKRQ-F>	2 KKRQ-F	2 KQCR-F	2 KHAK-AF	2 KFMW-F>>	2 WMT -F	2 KHAK-AF	KKRQ-F	2 KKRQ-F>
KFMW-F	3 WMT -F>	3 WMT -F>>	3 KHAK-AF	3 KQCR-F	3 WMT -F	3 KHAK-AF	WMT -F>	3 KHAK-AF>	3 KRNA-F
KQCR-F>>	4 KHAK-AF	4	4 WMT -F	4 WMT -F>	KQCR-F	KKRQ-F>	4 KKRQ-F>	4 WMT -F>	4 WMT -F
5	KFMW-F		5	5 WMT	KKRQ-F	5 KFMW-F	5 KQCR-F>>	5 KQCR-F	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		35 (3)	35 (3)	19.1	26.8
AOR/CLASSIC		16 (1)	16 (1)	8.7	13.2
AC/OLDIES/SOFT ROCK		49 (2)	49 (2)	26.8	15.3
MOR/VARIETY	35 (2)		35 (2)	19.1	19.5
COUNTRY	6 (2)	30 (1)	36 (3)	19.7	20.5
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	1 (1)		1 (1)	0.5	
NOSTALGIA	9 (1)		9 (1)	4.9	3.2
RELIGION/GOSPEL		2 (1)	2 (1)	1.1	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	51 (6)	132 (8)	183 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KTOF-F	104.5	Cedar Rapids	0.9/5.6/ 7/ 178
WGN	720	Des Moines	0.5/2.0/ 3/ 134
WHO	1040	Des Moines	0.5/4.7/ 12/ 272

RADIO STATIONS

KCRG, 1600, 5 KW (DA-N)	, COUNTRY	ABC I ,	$ 10.00 (K & P)			Bob Allen
KHAK, 1360, 1 KW	, SEE KHAK-F					
KMRY, 1450, 1 KW (DA-1)	, NOSTALGIA	SMN ,	$ 13.00 (Christal)			Mike Dulaney
WMT , 600, 5 KW (DA-N)	, MOR/FULL SER.	ABC D,MBS,	$ 40.00 (Katz)			Frosty Mitchell
KHAK-F, 98.1, 100 KW @ 485,	COUNTRY	ABC E ,	$ 40.00 (Christal)			Mary Quass
KKRQ-F, 100.7, 100 KW @ 532,	OLDIES	ABC C ,	$ 28.00 (Banner)	Ingstad	(IOWA CITY)	Steve Winkey
KQCR-F, 102.9, 100 KW @ 350,	CHR	,	$ 22.00 (HNWH)			Bill Clyner
KRNA-F, 93.9, 100 KW @ 590,	AOR	UPI ,	$ 30.00 (Roslin)		(IOWA CITY)	Eliot Keller
KTOF-F, 104.5, 100 KW @ 550,	RELIGION	,	$ 10.00 (---)			Jim Young
WMT-F , 96.5, 100 KW @ 540,	AC	ABC D, MBS,	$ 28.00 (Katz)			Frosty Mitchell

OTHER RANKED STATIONS -- See Waterloo   Miscellaneous Comments: KKRQ-F changed from CHR to OLDIES...

CHARLESTON, SC

Arbitron Rank/Pop (12+): 82/419,600

MSA Rank/Pop: 98/501,200
ADI # 110
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 23/19
Diaries: 811/517:1/45.6%
Sample Target: 810
% Below Line: 4.7
% Not Listed: 12.1

1989 Revenue: $11,300,000
HH Inc.: $23,092
Retail $: 3.0 Bil
Pop per Station: 22,084
#1 Biller: WEZL-F $2,300,000

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WEZL-F (C)	98/13.5	----	11.2	11.5	12.1	----	108/968	857/20.4		19.7		10.1	76	957	WEZL-F
2. WSSX-F (CHR)	60/ 8.3	----	7.4	6.9	6.0	----	75/1076	947/22.6		20.5		8.8	66	976	WSSX-F
3. WWWZ-F (B)	51/ 7.0	----	7.8	9.5	7.4	----	51/760	730/17.4		17.4		6.7	50	807	WWWZ-F
4. WPAL (B)	48/ 6.6	----	4.9	6.5	6.8	----	51/575	537/12.8		9.5		4.4	33	522	WPAL
WKQB-F (CHR)	48/ 6.6	----	8.0	7.8	9.0	----	76/1188	819/19.5		19.6		8.7	65	1136	WKQB-F
6. WAVF-F (AOR)	43/ 5.9	----	7.7	6.5	5.4	----	45/662	615/14.7		15.4		8.7	65	791	WAVF-F
7. WUJM-F (B)	40/ 5.5	----	2.4	1.0	2.8	----	42/536	498/11.9		7.3		9.3	70	850	WUJM-F
8. WXTC-F (AC)	32/ 4.4	----	6.6	6.9	6.8	----	45/705	627/14.9		14.8		5.6	42	551	WXTC-F
9. WXLY-F (O)	29/ 4.0	----	3.8	4.6	4.7	----	33/552	491/11.7		9.8		4.1	31	467	WXLY-F
10. WYBB-F (CL AOR)	27/ 3.7	----	1.3	1.7	----	----	32/487	410/ 9.8		6.0		3.6	27	348	WYBB-F
11. WDXZ-F (EZ)	24/ 3.3	----	4.9	4.5	3.8	----	24/370	358/ 8.5		10.9		2.5	19	245	WDXZ-F
12. WSUY-F (AC)	20/ 2.8	----	----	----	----	----	20/253	253/ 6.0		0.0		1.6	12	195	WSUY-F
WWDM-F (B)	20/ 2.8	----	1.9	1.2	1.9	----	75/766	213/ 5.1		4.8		2.1	16	193	WWDM-F
14. WTMA (N/T)	18/ 2.5	----	0.5	0.9	0.6	----	19/311	298/ 7.1		1.7		2.5	19	362	WTMA
WQIZ (GOSP)	18/ 2.5	----	1.8	3.0	1.9	----	33/247	127/ 3.0		2.7		0.4	3	67	WQIZ
WMGL-F (B)	18/ 2.5	----	5.8	4.0	4.7	----	24/412	347/ 8.3		11.6		5.2	39	581	WMGL-F
17. WZJY (GOSP)	13/ 1.8	----	1.3	1.9	2.5	----	13/138	138/ 3.3		2.9		2.1	16	195	WZJY

12+ FM SHARE (METRO): 83.20% (530 of 637) (SPG 89: 83.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKQB-F>>	1 WSSX-F	1 WEZL-F	1 WEZL-F>	1 WEZL-F>>	1 WEZL-F>>	1 WEZL-F>	1 WEZL-F>	1 WEZL-F>	1 WUJM-F	1 WEZL-F>
2 WWWZ-F>	2 WAVF-F<	2 WSSX-F	2 WSSX-F	2 WSSX-F	2 WPAL	2 WSSX-F	2 WSSX-F	2 WSSX-F	2 WKQB-F	2 WXTC-F
3 WSSX-F>	3 WWWZ-F	3 WWWZ-F	3 WAVF-F<	3 WXLY-F	3 WDXZ-F<	3 WPAL	3 WPAL	3 WWWZ-F<	3 WWWZ-F	3 WTMA
4 WUJM-F	4 WUJM-F	4 WAVF-F	4 WXLY-F<	4 WAVF-F	4 WXLY-F	4 WWWZ-F	4 WWWZ-F<	4 WKQB-F	WSSX-F	4 WUJM-F
5	5 WXTC-F<	5 WUJM-F	5 WXTC-F	5 WXTC-F	5 WTMA	5 WKQB-F<	5 WAVF-F	5 WUJM-F	5 WEZL-F	5 WWWZ-F
6	6 WYBB-F	6 WXTC-F	6 WUJM-F	6 WPAL <	WQIZ	6 WAVF-F	6 WXTC-F	WPAL <	6 WXTC-F	6
7	WKQB-F	7	7	7 WUJM-F	7	7	7	7 WAVF-F	7	7
	WEZL-F									

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WSSX-F	1 WSSX-F	1 WXTC-F	1 WEZL-F>	1 WEZL-F>>
2 WUJM-F>	2 WUJM-F	2 WKQB-F	2 WSSX-F<	2 WXTC-F
3 WWWZ-F	3 WXTC-F	3 WSSX-F	3 WUJM-F	3 WPAL
4 WEZL-F	4 WKQB-F	WPAL	4 WXTC-F	4 WUJM-F
5 WXTC-F	WEZL-F	5 WUJM-F	5 WKQB-F	WSSX-F
6	6 WWWZ-F	WEZL-F	6 WWWZ-F	6 WXLY-F
7	WPAL	7	7	WKQB-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWWZ-F>	1 WAVF-F	1 WAVF-F	1 WEZL-F	1 WEZL-F>
2 WSSX-F	2 WSSX-F	2 WSSX-F>	WAVF-F<	2 WAVF-F
WAVF-F	3 WWWZ-F	3 WYBB-F	3 WSSX-F	3 WSSX-F
4 WYBB-F>	4 WYBB-F>	4 WEZL-F	4 WWWZ-F	4 WXLY-F
5 WKQB-F	5	5 WWWZ-F	5 WYBB-F	5 WYBB-F
6	6	6	6	6 WWDM-F
7	7	7	7	WWWZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		113 (3)	113 (3)	17.7	17.4	WJYQ-F	105.5	Moncks Corner	0.8/3.0/ 6/ 125
AOR/CLASSIC		70 (2)	70 (2)	11.0	10.2	WMCJ	950	Moncks Corner	1.0/2.4/ 7/ 114
AC/OLDIES/SOFT ROCK		81 (3)	81 (3)	12.7	19.8	WOKE	1340	Charleston	0.4/2.0/ 3/ 82
MOR/VARIETY									
COUNTRY		104 (2)	104 (2)	16.3	14.7	WHLZ-F	92.5	Manning	0.8/2.6/ 39/ 415
BLACK/URBAN	55 (2)	129 (4)	184 (6)	28.9	26.1	WHTK-F	99.7	Pt. Royal	0.7/2.4/ 28/ 298
BEAUTIFUL/EASY		24 (1)	24 (1)	3.8	6.4	WMNY-F	100.3	Elloree/Santee	0.4/2.0/ 15/ 294
NEWS/TALK	18 (1)		18 (1)	2.8	1.4				
NOSTALGIA									
RELIGION/GOSPEL	31 (2)		31 (2)	4.9	3.5				
SPANISH									
CLASSICAL									
JAZZ/NEW AGE		6 (1)	6 (1)	0.9					
UNKNOWN/OTHERS	3 (1)	3 (1)	6 (2)	0.9	0.5				
	107 (6)	530 (17)	637 (23)						

RADIO STATIONS

WPAL ,	730,	1 KW/100 W	,	Black	NBN ABC D,	$19.00	(Roslin)		Bill Saunders
WQIZ ,	810,	5 KW (DAYS)	,	Gospel	SBN,	$12.00	(Eastman)		
WTMA ,	1250,	5 KW/1 KW	,	News/Talk	ABC T TALKNT,	$14.00	(Katz)		
WZJY ,	1480,	1 KW (DAYS)	,	Gospel	UNIULT,	$10.00	(---)		Jesse Williams
WAVF-F,	96.1,	100 KW @ 538	,	AOR	,	$37.00	(Christal)		Lawrence Thompson
WDXZ-F,	104.5,	28 KW @ 656	,	EZ	,	$20.00	(Eastman)	(MT PLEASANT)	Bob Kay
WEZL-F,	103.5,	100 KW @ 661	,	Country	MBS,	$60.00	(Banner)	Apollo	C. Barton
WKQB-F,	107.5,	100 KW @ 984	,	CHR	,	$40.00	(Eastman)	(ST GEORGE)	Steve Judy
WSSX-F,	95.1,	100 KW @ 360	,	CHR	,	$34.00	(Katz)	Faircom	Nancy Deaton
WSUY-F,	100.7,	3 KW @ 300	,	AC	,	$18.00	(---)		
WUJM-F,	94.3,	1.4 KW @ 480	,	Black	MBS,	$23.00	(Christal)	Jones-Eastern	Charlie Jones
								(GOOSE CREEK)	
WWWZ-F,	93.5,	1.1 KW @ 460	,	Black	SBN,	$30.00	(HNWH)	(SUMMERVILLE)	Cliff Fletcher
WXLY-F,	102.5,	100 KW @ 550	,	Oldies	UNIULT,	$31.00	(Republic)		Sanders Hickey
WXTC-F,	96.9,	100 KW @ 1770	,	AC	RADRAD,	$45.00	(Mc-Guild)		Bob Abernathy
WYBB-F,	98.1,	50 KW @ 479	,	Classic AOR	,	$19.00	(Durpetti)	Martin (FOLLY BCH)	Charles Cohn

WWDM-F -- See Columbia

Misc Comments: WWHT changes to WUJM-F and format from Oldies to Black (Feb) . . . There was no Fall 1989 rating book because of the devastation left by Hurrican Hugo . . .WKCN, WDXZ-F sold by Caravelle for $1,600,000...WSUY-F - 51% sold $500,000...

CHARLESTON, WV

Arbitron Rank/Pop (12+): 147/220,400

MSA Rank/Pop: 172/256,900
ADI # 48 (w/Huntington)
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 14/12
Diaries: 611/361:1/54.0%
Sample Target: 610
% Below Line: 2.0
% Not Listed: 9.6

1989 Revenue: $8,600,000
HH Inc.: $26,175
Retail $: 2.0 Bil
Pop per Station: 18,366
#1 Biller: WQBE-AF $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WQBE-F	(C)	82/24.0	----	19.4	----	19.9	----	157/1547	737/33.4		30.2		24.8	98	800	WQBE-F
2. WVSR-F	(CHR)	49/14.3	----	14.3	----	15.5	----	70/1020	652/28.1		33.0		17.5	69	693	WVSR-F
3. WKLC-F	(AOR)	36/10.5	----	9.8	----	9.9	----	93/1120	453/20.1		20.3		11.6	46	573	WKLC-F
4. WVAF-F	(AC)	33/ 9.6	----	8.8	----	16.1	----	48/782	518/23.5		20.7		10.6	42	580	WVAF-F
5. WLZT-F	(O)	26/ 7.6	----	5.3	----	2.5	----	50/693	396/18.0		11.9		4.8	19	243	WLZT-F
6. WBES-F	(EZ)	20/ 5.8	----	6.6	----	----	----	20/254	232/10.5		8.3		3.3	13	170	WBES-F
7. WCHS	(MOR)	14/ 4.1	----	4.5	----	7.5	----	18/388	293/13.3		12.8		3.8	15	327	WCHS
WCAW	(C)	14/ 4.1	----	6.1	----	7.5	----	15/302	208/ 9.4		13.2		5.8	23	302	WCAW
9. WVNS-F	(O)	10/ 2.9	----	5.8	----	4.7	----	13/250	206/ 9.3		11.1		3.8	15	265	WVNS-F
WJYP-F	(REL)	10/ 2.9	----	2.1	----	1.6	----	11/182	143/ 6.5		4.7		2.5	10	86	WJYP-F

12+ FM SHARE (METRO): 88.35% (273 of 309) (SPG 89: 83.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVSR-F	1 WQBE-F<	1 WQBE-F	1 WQBE-F>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>>	1 WQBE-F>	1 WVSR-F<	1 WQBE-F>>
2	2 WVSR-F	2 WVSR-F<	2 WVSR-F	2 WVSR-F	2 WLZT-F	2 WVSR-F	2 WVSR-F<	2 WVSR-F>	2 WQBE-F>	2 WLZT-F
3	3 WKLC-F	3 WKLC-F	WKLC-F	3 WVAF-F	WBES-F	3 WVAF-F	3 WVAF-F	3 WKLC-F	3 WKLC-F>	3
4	4 WVAF-F	4 WVAF-F	4 WLZT-F	WLZT-F	4 WCHS	4 WKLC-F	4 WKLC-F	4 WVAF-F	4 WVAF-F	4
5	5	5 WLZT-F	5 WVAF-F	WKLC-F	WCAW	5	5	5 WLZT-F	5 WLZT-F	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVSR-F>>	1 WVSR-F	1 WVAF-F	1 WVSR-F	1 WQBE-F>	1 WQBE-F	1 WQBE-F	1 WQBE-F>	1 WQBE-F	1 WQBE-F>>
2 WKLC-F>	2 WVAF-F	WQBE-F	2 WQBE-F	2 WVSR-F	WKLC-F>>	2 WKLC-F>	2 WKLC-F>	2 WKLC-F>	2 WLZT-F
3 WVAF-F>>	3 WQBE-F	3 WVSR-F>>	3 WVAF-F	WVAF-F>	3 WVSR-F>>	3 WVSR-F>	3 WVSR-F	3 WVSR-F	WKLC-F>
4 WQBE-F	4 WKLC-F	4 WKLC-F>	4 WKLC-F	4 WLZT-F	4 WVAF-F>>	4 WVAF-F	WLZT-F>	WLZT-F>	4 WVSR-F>
WJYP-F>>	5	5 WLZT-F>	5	WKLC-F	5	WLZT-F	5 WVAF-F	5 WVAF-F	5 WVAF-F
6	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		51 (2)	51 (2)	16.5	17.2
AOR/CLASSIC		36 (1)	36 (1)	11.7	11.1
AC/OLDIES/SOFT ROCK		69 (3)	69 (3)	22.3	22.6
MOR/VARIETY	14 (1)		14 (1)	4.5	5.1
COUNTRY	19 (2)	82 (1)	101 (3)	32.7	30.1
BLACK/URBAN					
BEAUTIFUL/EASY		20 (1)	20 (1)	6.5	7.5
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	3 (1)	15 (2)	18 (3)	5.8	6.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	36 (4)	273 (10)	309 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WQBE	950	Charleston	1.5/4.9/ 7/ 130
WSCW	1410	S. Charleston	0.9/2.0/ 4/ 50
WVSR	1240	Charleston	
WCIR-F	103.7	Beckley	0.6/2.1/ 61/ 798
WEMM-F	107.9	Huntington	1.5/5.4/ 23/ 403

RADIO STATIONS

WCAW,	680,	50 KW/250 W (DA-N),	COUNTRY	NBC, MBS ,	$ 16.00 (Banner)	Capitol-Johnson	Earle Buck
WCHS,	580,	5 KW (DA-N) ,	MOR	CBS ,	$ 17.00 (Republic)		Jim Dunlap
WQBE,	950,	5 KW/1 KW (DA-N) ,	SEE WQBE-F				
WBES-F,	94.5,	3 KW @ 328,	EZ	,	$ 16.00 (K & P)	(DUNBAR)	Morton Victorson
WJYP-F,	100.9,	3 KW @ 300,	RELIGION	,	$ 10.00 (---)	CLU	Rex Whaley
WKLC-F,	105.1,	4 KW @ 1665,	AOR	SOURCE, ABC R,	$ 26.00 (HNWH)	Martin	Tony Bishop
WLZT-F,	107.3,	23 KW @ 640,	OLDIES	,	$ 19.00 (---)	(MIAMI)	Howard Johnson
WQBE-F,	97.5,	50 KW @ 500,	COUNTRY	ABC I,	$ 43.00 (McGuild)	Niniger	Bob Turley
WVAF-F,	99.9,	50 KW @ 490,	AC	ABC F,	$ 34.00 (Banner)	Capitol-Johnson	Earle Buck
WVNS-F,	96.1,	50 KW @ 360,	OLDIES	ABC D,	$ 17.00 (Republic)		Jim Dunlap
WVSR-F,	102.7,	50 KW @ 420,	CHR	,	$ 36.00 (Katz)	Ardman	Jack Alix

Miscellaneous Comments: WVNS changes from AC to primarily OLDIES...WBES-F sold for $1,100,000 (Rosenblum)...
WVSR A/F sold by Ardman for $4,000,000 (E) (Richards)...

CHARLOTTE

Arbitron Rank/Pop (12+): 41/930,900
MSA Rank/Pop: 43/1,123,100
ADI # 31
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 25/19
Diaries: 1213/767:1/49.6%
Sample Target: 1190
% Below Line: 3.9
% Not Listed: 13.5

1989 Revenue: $32,900,000
HH Inc.: $27,430
Retail $: 8.1 Bil
Pop per Station: 48,994
#1 Biller: WSOC-AF $6,000,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WSOC-F	(C)	204/13.1	13.3	15.4	9.1	14.4	12.7	353/4340	2340/25.1	27.9	22.4		11.3	185	1869	WSOC-F
2.	WPEG-F	(B)	183/11.7	9.3	9.5	11.4	10.6	10.5	195/1874	1624/17.4	14.9	17.4		16.6	271	2110	WPEG-F
3.	WCKZ-F	(CHR)	139/ 8.9	9.2	8.0	8.7	8.5	8.7	254/3588	1956/21.0	18.3	19.6		14.0	229	2494	WCKZ-F
4.	WRFX-F	(AOR)	122/ 7.8	7.0	7.9	7.5	7.2	7.6	180/2162	1464/15.7	17.1	15.0		8.7	142	1602	WRFX-F
5.	WBT	(MOR)	104/ 6.7	6.7	9.0	5.6	7.2	7.0	118/1491	1221/13.1	17.8	15.7		4.8	78	1081	WBT
6.	WMXC-F	(AC)	99/ 6.3	5.7	6.3	6.6	7.2	6.2	167/2006	1349/14.5	15.0	16.2		4.0	66	783	WMXC-F
7.	WEZC-F	(SAC)	87/ 5.6	6.8	5.5	6.0	5.3	6.0	135/1823	1235/13.3	13.1	9.1		3.5	57	977	WEZC-F
8.	WWMG-F	(O)	68/ 4.4	4.7	4.8	4.5	3.6	4.6	122/1885	1008/10.8	11.2	11.0		4.8	78	972	WWMG-F
9.	WZZG-F	(CHR)	63/ 4.0	3.8	4.3	5.6	4.9	4.4	132/2019	1024/11.0	12.8	13.1		3.9	64	987	WZZG-F
10.	WBT -F	(AC)	61/ 3.9	4.8	4.8	3.8	3.8	4.3	129/2502	1237/13.3	14.7	14.1		3.9	64	1379	WBT -F
11.	WTDR-F	(C)	55/ 3.5	5.3	4.8	4.5	3.6	4.5	108/1403	776/ 8.3	11.2	11.0		3.5	57	764	WTDR-F
12.	WXRC-F	(AOR)	32/ 2.1	1.2	1.2	0.3	0.6	1.2	75/1418	547/ 5.9	3.4	2.6		2.5	41	430	WXRC-F
13.	WRDX-F	(AC)	24/ 1.5	1.3	0.8	1.4	1.3	1.3	54/537	248/ 2.7	2.6	3.1		1.2	19	246	WRDX-F

12+ FM SHARE (METRO): 88.67% (1197 of 1350) (SPG 89: 86.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCKZ-F>	1 WPEG-F	1 WPEG-F	1 WSOC-F	1 WSOC-F	1 WSOC-F>	1 WSOC-F	1 WSOC-F>	1 WSOC-F	1 WPEG-F>	1 WBT
2 WPEG-F	2 WRFX-F	2 WRFX-F	2 WRFX-F<	2 WPEG-F	2 WBT >	2 WRFX-F	2 WEZC-F<	2 WPEG-F<	2 WCKZ-F>	2 WPEG-F
3	3 WCKZ-F>	3 WSOC-F	3 WPEG-F	3 WRFX-F	3 WEZC-F	3 WPEG-F	3 WPEG-F<	3 WCKZ-F>	3 WRFX-F	3 WSOC-F
4	4 WMXC-F	4 WCKZ-F	4 WMXC-F>	4 WMXC-F	4 WPEG-F	4 WBT	4 WMXC-F	4 WRFX-F	4 WBT	4 WRFX-F
5	5 WZZG-F	5 WMXC-F>	5 WWMG-F<	5 WEZC-F	5 WWMG-F	5 WMXC-F<	5 WCKZ-F	5 WMXC-F	5 WSOC-F	5 WMIT-F
6	WSOC-F	6 WWMG-F<	6 WEZC-F	6 WWMG-F	6 WMXC-F	6 WCKZ-F	6 WRFX-F	6 WEZC-F	6 WBT -F	WCKZ-F
7	7	7 WEZC-F	7 WCKZ-F	7 WCKZ-F	7	7	7 WBT	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPEG-F	1 WPEG-F	1 WPEG-F<	1 WPEG-F	1 WMXC-F<		1 WCKZ-F	1 WRFX-F	1 WRFX-F>>	1 WRFX-F	1 WSOC-F
WCKZ-F>	2 WCKZ-F	2 WMXC-F	2 WMXC-F	2 WSOC-F<		2 WPEG-F>	2 WPEG-F	2 WPEG-F	2 WPEG-F	2 WRFX-F>
3 WZZG-F>	3 WMXC-F	3 WSOC-F	3 WCKZ-F	3 WPEG-F>		3 WRFX-F>	3 WCKZ-F>	3 WSOC-F	3 WSOC-F	3 WPEG-F
4 WRFX-F	4 WRFX-F	4 WRFX-F	4 WSOC-F	4 WEZC-F>		4 WTDR-F	4 WSOC-F	4 WMXC-F	4 WEZC-F	4 WWMG-F
5 WBT -F	5 WZZG-F>	5 WCKZ-F>	5 WEZC-F	5 WCKZ-F		5 WZZG-F>	5 WXRC-F	5 WXRC-F	5 WWMG-F	5 WMXC-F
6 WMXC-F>	6 WSOC-F	6 WEZC-F	6 WRFX-F	6 WRFX-F		6 WXRC-F>	6 WTDR-F	6 WCKZ-F	6 WMXC-F	6 WEZC-F
7	7 WBT -F	7 WZZG-F	7 WZZG-F	7 WBT		7	7	7 WTDR-F	7	7
8	8 WEZC-F	WBT -F>	8	8			8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		202 (2)	202 (2)	15.0	20.3
AOR/CLASSIC		163 (3)	163 (3)	12.1	9.5
AC/OLDIES/SOFT ROCK		339 (5)	339 (5)	25.1	13.9
MOR/VARIETY	104 (1)		104 (1)	7.7	9.1
COUNTRY	1 (1)	281 (3)	282 (4)	20.9	23.5
BLACK/URBAN	8 (1)	188 (2)	196 (3)	14.5	14.1
BEAUTIFUL/EASY		8 (1)	8 (1)	0.6	6.0
NEWS/TALK					
NOSTALGIA					0.9
RELIGION/GOSPEL	23 (3)	16 (1)	39 (4)	2.9	2.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	17 (2)		17 (2)	1.3	
	153 (8)	1197 (17)	1350 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGIV	1600	Charlotte	0.5/2.4/ 8/ 227
WGSP	1310	Charlotte	0.8/1.5/ 12/ 135
WLON	1050	Lincolnton	0.6/1.3/ 10/ 137
WRNA	1140	China Grove	0.6/1.3/ 10/ 119
WROQ	610	Charlotte	0.4/1.4/ 7/ 129
WSOC	930	Charlotte	0.1/1.8/ 3/ 220
WFGW	1010	Black Mountain	0.1/0.0/ 0/ 0
WFMX-F	105.7	Statesville	1.4/4.0/ 72/1254
WKRR-F	92.3	Asheboro	0.6/2.0/ 70/ 897
WMIT-F	106.9	Black Mountain	1.0/3.8/ 48/ 841
WSPA-F	98.9	Spartanburg	0.5/0.8/ 27/ 411
WWDM-F	101.3	Sumter	0.3/1.2/ 14/ 311

RADIO STATIONS

WBT	1110	50 KW (DA-N)	NEWS/TALK/MOR	NBC	$ 74.00	(Banner)	Jeff-Pilot		John Kilgo
WBT-F	107.9	100 KW @ 1694	AC		$ 53.00	(Banner)	Jeff-Pilot		Jerry Reckerd
WCKZ-F	101.9	100 KW @ 988	CHR/URBAN	ABC F	$ 50.00	(Durpetti)	Beasley		Dave Chandler
WEZC-F	102.9	100 KW @ 1535	SOFT AC	UNIULT	$ 45.00	(CBS)	Keymarket	(HICKORY)	Steve Litwer
WPEG-F	97.9	50 KW @ 390	BLACK	RADRAD, UNIPWR	$ 69.00	(Katz)	Broadcast Partners	(CONCORD)	Chester Williams
WMXC-F	104.7	100 KW @ 1230	AC		$ 74.00	(MMR)	EZ		Jake Gurley
WRFX-F	106.5	100 KW @ 1003	AOR		$ 95.00	(McGuild)	Pyramid	(KANNAPOLIS)	Jack Daniel
WRDX-F	99.7	100 KW @ 1044	AC	UNISUP, UNIULT	$ 24.00	(Southern)		(SALISBURY)	Tom Harrell
WSOC-F	103.7	100 KW @ 1059	COUNTRY		$ 125.00	(Christal)	Cox		Gregg Lindahl
WTDR-F	96.9	100 KW @ 1548	COUNTRY		$ 46.00	(Republic)	Trumper		Patrick Reedy
WWMG-F	96.1	100 KW @ 1745	AC/OLDIES		$ 51.00	(Eastman)	Voyager	(SHELBY)	Darelyn Mitsch
WXRC-F	95.7	100 KW @ 1020	AOR	ABC R	$ 25.00	(Roslin)		(HICKORY)	Maynard Taylor
WZZG-F	95.1	100 KW @ 1542	CHR	ABC C, UNISUP	$ 45.00	(Republic)			Frank Tenore

Miscellaneous Comments: WLVK change to WTDR (March)...WROQ-F change to WZZG (Jan)...WAES-F change to WROQ and format to AOR (Jan)...

CHATTANOOGA

Arbitron Rank/Pop (12+): 96/360,500
MSA Rank/Pop: 109/435,100
ADI # 84
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 18/18
Diaries: 798/452:1/48.8%
Sample Target: 760
% Below Line: 0.0
% Not Listed: 13.7

1989 Revenue: $12,400,000
HH Inc.: $23,680
Retail $: 2.9 Bil
Pop per Station: 20,027
#1 Biller: WSKZ-F $2,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WUSY-F	(C)	106/17.7	12.8	12.9	12.2	12.6	13.9	239/2221	888/24.6	27.2	24.6	14.2	91	973	WUSY-F
2. WSKZ-F	(CHR)	82/13.7	13.0	17.3	18.0	19.2	15.5	187/2001	967/26.8	31.3	30.5	17.3	111	1187	WSKZ-F
3. WDEF-F	(EZ)	61/10.2	9.4	11.9	9.6	10.3	10.3	83/903	677/18.8	24.5	20.8	6.4	41	605	WDEF-F
4. WJTT-F	(B)	48/ 8.0	7.8	8.4	6.9	7.9	7.8	49/463	429/11.9	11.0	10.8	12.8	82	608	WJTT-F
5. WLMX-F	(AC)	43/ 7.2	7.8	6.8	10.0	10.5	7.9	53/769	673/18.7	18.3	21.6	0.0	0	28	WLMX-F
6. WDOD-F	(C)	40/ 6.7	7.6	9.6	8.0	9.4	8.0	54/951	593/16.4	23.9	18.9	6.4	41	498	WDOD-F
7. WNOO	(B)	20/ 3.3	4.5	6.1	4.5	3.4	4.6	22/268	249/ 6.9	6.9	3.0	3.9	25	219	WNOO
8. WDEF	(MOR)	19/ 3.2	2.9	3.1	2.2	3.8	2.8	19/331	321/ 8.9	10.2	8.5	2.2	14	203	WDEF
9. WSGC-F	(O)	17/ 2.8	3.4	1.0	3.7	3.6	2.7	19/363	270/ 7.5	5.5	8.5	2.3	15	294	WSGC-F
WFXS-F	(CL AOR)	17/ 2.8	5.8	3.0	2.1	1.1	3.4	22/433	319/ 8.8	9.8	5.3	6.4	41	405	WFXS-F
11. WDOD	(C)	15/ 2.6	3.1	2.3	1.9	2.3	2.5	15/232	219/ 6.1	8.0	6.3	1.9	12	221	WDOD
12. WGOW	(N/T)	13/ 2.2	1.5	1.0	1.3	0.7	1.5	13/189	189/ 5.2	5.2	5.9	2.0	13	147	WGOW

12+ FM SHARE (METRO): 81.27% (421 of 518) (SPG 89: 86.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WUSY-F	1 WSKZ-F>>	1 WUSY-F>
2 WJTT-F	2 WUSY-F>	2 WSKZ-F	2 WLMX-F	2 WLMX-F	2 WDEF-F>	2 WDEF-F	2 WSKZ-F	2 WSKZ-F>	2 WJTT-F	2 WJTT-F
3	3 WLMX-F	3 WLMX-F	3 WSKZ-F	3 WSKZ-F	3 WDOD-F>	3 WSKZ-F	3 WDEF-F	3 WDEF-F	3 WUSY-F>	WDEF-F
4	WJTT-F>	4 WJTT-F>	4 WJTT-F	4 WDOD-F	4 WLMX-F	4 WLMX-F	4 WLMX-F>	4 WLMX-F	4 WDEF-F	4 WSKZ-F
5	5 WFXS-F	5 WDOD-F	5 WDOD-F	5 WJTT-F	5 WDEF	5 WJTT-F	5 WDOD-F<	WJTT-F	5	5
6	6	6	6	6 WDEF-F	6	6 WDOD-F	6 WJTT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F>	1 WUSY-F>>	1 WSKZ-F>>	1 WSKZ-F>	1 WUSY-F	1 WUSY-F	1 WUSY-F>
2 WUSY-F	2 WUSY-F	2 WJTT-F	2 WSKZ-F	2 WLMX-F	2 WJTT-F>>	2 WUSY-F>	2 WSKZ-F>	2 WSKZ-F	2 WLMX-F
WLMX-F	3 WJTT-F	3 WSKZ-F<	3 WLMX-F<	3 WJTT-F	3 WFXS-F>>	3 WLMX-F	3 WLMX-F>>	3 WLMX-F	3 WDOD-F
WJTT-F>	4 WLMX-F	4 WLMX-F>>	4 WJTT-F	4 WSKZ-F	4	4 WJTT-F	4 WFXS-F	4 WDOD-F	4 WSKZ-F
5 WBDX-F>>	5	5	5	5 WDEF-F		5 WFXS-F	WDOD-F>	5 WJTT-F	5
6	6		6	6		6	6	6 WSGC-F	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		82 (1)	82 (1)	15.8	22.1
AOR/CLASSIC		17 (1)	17 (1)	3.3	
AC/OLDIES/SOFT ROCK		60 (2)	60 (2)	11.6	16.3
MOR/VARIETY	19 (1)		19 (1)	3.7	4.3
COUNTRY	29 (3)	146 (2)	175 (5)	33.8	28.4
BLACK/URBAN	20 (1)	48 (1)	68 (2)	13.1	14.4
BEAUTIFUL/EASY		61 (1)	61 (1)	11.8	11.9
NEWS/TALK	13 (1)		13 (1)	2.5	0.8
NOSTALGIA					
RELIGION/GOSPEL	16 (3)	7 (1)	23 (4)	4.4	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	97 (9)	421 (9)	518 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAPO	820	Jasper	0.8/1.5/ 7/ 67
WBDX-F	102.7	Trenton	1.2/4.5/ 8/ 199
WDXB	1490	Chattanooga	1.5/2.1/ 9/ 74
WEPG	910	S. Pittsburg	0.8/2.4/ 5/ 85
WFLI	1070	Lookout Mountn	1.3/3.2/ 8/ 131
WMOC	1450	Chattanooga	0.5/2.5/ 3/ 91

RADIO STATIONS

WDEF, 1370, 5 KW (DA-N)	, MOR/FULL SER.	CBS, NBC ,	$ 25.00 (MMR)	Park		Bill Nash
WDOD, 1310, 5 KW (DA-N)	, COUNTRY	ABC E ,	$ N/A (Banner)	Bahakel		Dale Anthony
WFLI, 1070, 50 KW/1 KW (DA-2)	, RELIGION	ABC I ,	$ 12.00 (---)	Burns		Ying Burns
WGOW, 1150, 5 KW/1 KW (DA-N)	, TALKE	SUN, MBS ,	$ 16.00 (Christal)	Bloomington		Don Newburg
WNOO, 1260, 5 KW (DAYS)	, BLACK	SBN ,	$ 14.00 (Eastman)			Johnny Pye
WDEF-F, 92.3, 100 KW @ 1180,	EZ	ABC D ,	$ 35.00 (MMR)	Park		Bill Nash
WDOD-F, 96.5, 100 KW @ 1076,	COUNTRY	ABC E ,	$ 36.00 (Banner)	Bahakel		Dale Anthony
WFXS-F, 102.3, 3 KW @ 285,	CLASSIC AOR	,	$ 16.00 (Eastman)		(SODDY-DAISY)	Johnny Pye
WJTT-F, 94.3, 2.8 KW @ 325,	BLACK	RADRAD ,	$ 20.00 (HMWH)		(REDBANK)	Jim Brewer
WLMX-F, 105.5, 3 KW @ 262,	AC	,	$ 45.00 (Republic)	Baum	(ROSSVILLE, GA)	Paul Fink
WSGC-F, 101.9, .7 KW @ 702,	OLDIES	,	$ 17.00 (---)		(RINGGOLD, GA)	Marshall Bandy
WSKZ-F, 106.5, 100 KW @ 1076,	CHR	,	$ 56.00 (Christal)	Bloomington		Don Newburg
WUSY-F, 100.7, 100 KW @ 1190,	COUNTRY	MBS ,	$ 56.00 (McGuild)			Sammy George

CHICAGO

Arbitron Rank/Pop (12+): 3/6,744,900
MSA Rank/Pop: 3/6,242,500
ADI # 3
Average Person Ratings: 18.9
Market TSL: 24.75 hours

Stations: 40/40
Diaries: 3450/1955:1/51.6%
Sample Target: 3150
% Below Line: 0.0
% Not Listed: 9.8

1989 Revenue: $228,000,000
HH Inc.: $33,675
Retail $: 55.3 Bil
Pop per Station: 168,622
#1 Biller: WGN $37,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGN	(T)	1025/ 8.0	8.3	10.7	9.3	9.1	9.1	1208/15510	12646/18.7	24.2	19.9		7.5	896	8869	WGN
2. WGCI-F	(B)	984/ 7.7	7.2	7.3	6.7	6.2	7.2	994/9713	9524/14.1	15.0	13.4		10.7	1278	12767	WGCI-F
3. WVAZ-F	(B)	661/ 5.2	5.3	5.1	4.9	4.7	5.1	667/6941	6833/10.1	10.5	10.3		6.6	784	6964	WVAZ-F
4. WBBM	(N)	591/ 4.6	4.5	4.9	5.5	5.3	4.9	639/12903	11503/17.1	18.3	19.6		4.2	506	9806	WBBM
5. WLUP-F	(AOR)	575/ 4.5	4.0	4.1	4.4	4.8	4.3	589/8991	8739/13.0	13.0	13.1		4.9	591	9285	WLUP-F
6. WCKG-F	(CL AOR)	561/ 4.4	3.8	3.4	3.8	4.1	3.8	581/9188	8929/13.2	12.0	11.6		4.8	580	7683	WCKG-F
7. WBBM-F	(CHR)	559/ 4.4	4.4	4.0	3.6	4.1	4.1	580/10729	10252/15.2	15.0	15.1		7.1	852	12278	WBBM-F
8. WKQX-F	(AC)	441/ 3.5	3.0	3.1	4.4	4.0	3.5	455/8418	8162/12.1	12.0	13.4		3.3	400	6505	WKQX-F
9. WUSN-F	(C)	438/ 3.4	3.5	3.5	3.7	2.7	3.5	481/6501	6107/ 9.1	8.7	7.3		3.4	408	4064	WUSN-F
10. WXEZ-AF	(EZ)	437/ 3.4	4.2	3.7	4.1	4.5	3.8	455/6290	6057/ 9.0	9.3	9.3		1.9	214	2955	WXEZ-AF
11. WXRT-F	(AOR)	418/ 3.3	2.5	3.4	2.3	2.7	2.9	422/5520	5377/ 8.0	7.8	6.5		4.0	475	5605	WXRT-F
12. WTMX-F	(AC)	414/ 3.2	3.5	3.1	2.6	2.6	3.1	424/6525	6304/ 9.3	8.5	8.2		2.9	344	4603	WTMX-F
13. WJMK-F	(O)	389/ 3.0	3.1	3.1	3.5	2.8	3.2	415/7623	6946/10.3	11.3	10.4		2.3	279	5400	WJMK-F
14. WLIT-F	(SAC)	376/ 2.9	2.7	2.8	2.0	3.0	2.6	382/5500	5386/ 8.0	7.1	7.4		1.3	154	2616	WLIT-F
15. WLUP	(T)	372/ 2.9	3.2	3.7	3.5	2.5	3.3	425/6124	5378/ 8.0	7.7	8.2		3.4	405	4252	WLUP
16. WYTZ-F	(CHR)	359/ 2.8	2.5	3.8	3.7	4.4	3.2	385/8396	7974/11.8	13.4	14.1		3.4	412	8308	WYTZ-F
17. WJJD	(BB)	349/ 2.7	2.7	3.2	2.6	3.0	2.8	374/4703	4353/ 6.5	6.9	6.6		2.6	308	3249	WJJD
18. WNUA-F	(J/NA)	328/ 2.6	2.7	2.3	2.1	2.3	2.4	338/5462	5389/ 8.0	7.1	7.1		2.8	331	5856	WNUA-F
19. WMAQ	(N)	282/ 2.2	2.2	2.1	1.8	1.8	2.1	313/8411	7345/10.9	10.5	8.4		2.0	245	5441	WMAQ
20. WLS	(T)	259/ 2.0	2.0	1.4	1.4	1.6	1.7	315/4931	3789/ 5.6	4.7	5.7		1.6	191	2995	WLS
21. WOJO-F	(SP)	237/ 1.9	2.5	1.2	1.9	1.7	1.9	237/2548	2531/ 3.8	3.0	3.3		1.1	135	1574	WOJO-F
22. WFYR-F	(SAC)	201/ 1.6	1.7	1.8	1.6	2.0	1.7	205/4519	4343/ 6.4	7.8	8.5		1.9	224	3483	WFYR-F
23. WFMT-F	(CL)	186/ 1.5	1.6	1.1	1.3	1.4	1.4	194/3593	3460/ 5.1	4.7	5.2		1.2	140	2304	WFMT-F
24. WNIB-F	(CL)	160/ 1.3	1.2	1.8	1.3	1.2	1.4	164/3528	3488/ 5.2	5.2	4.8		1.1	126	2448	WNIB-F
25. WVON	(B)	112/ 0.9	1.4	0.8	1.0	0.9	1.0	112/880	880/ 1.3	1.4	1.4		0.8	96	1434	WVON

12+ FM SHARE (METRO): 70.28% (8093 of 11515) (SPG 89: 64.23%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGCI-F<	1 WGCI-F	1 WGCI-F	1 WVAZ-F<	1 WVAZ-F<	1 WGN >	1 WGN >>	1 WGCI-F	1 WGCI-F>	1 WGCI-F>	1 WGN
2 WBBM-F	2 WLUP-F	2 WVAZ-F	2 WGCI-F	2 WGCI-F	2 WBBM >	2 WGCI-F<	2 WGN	2 WGN <	2 WVAZ-F	2 WGCI-F
3 WYTZ-F>	3 WCKG-F	3 WLUP-F	3 WLUP-F	3 WGN	3 WXEZ-AF	3 WBBM <	3 WXEZ-AF<	3 [illegible]UP	3 WBBM-F	3 WBBM
4	4 WXRT-F	4 WCKG-F	4 WXRT-F	4 WLUP-F	4 WVAZ-F	4 WLUP-F>	4 WVAZ-F	4 WCKG-F<	WBBM	4 WVAZ-F
5	5 WVAZ-F	5 WXRT-F	WGN	5 WCKG-F	WJJD	5 WBBM-F	WTMX-F	5 WVAZ-F	5 WGN	5 WLS
6	6 WBBM-F	6 WKQX-F	WCKG-F<	6 WXRT-F	6 WUSN-F	6 WVAZ-F	6 WLIT-F	6 WBBM-F<	6 WCKG-F	6 WTMX-F
7	7 WTMX-F	7 WTMX-F	7 WKQX-F	WKQX-F<	7 WJMK-F	7 WKQX-F	WCKG-F	7 WLUP-F	7 WYTZ-F	7 WMAQ
8	WLUP	8 WLUP	8 WJMK-F	8 WTMX-F	8 WMAQ	8 WJJD	8 WLUP-F	8 WKQX-F<	8 WLUP-F	8 WBBM-F
9	WKQX-F	WGN	9 WTMX-F	WJMK-F	WLIT-F	WCKG-F	9 WXRT-F<	9 WUSN-F	WLS	9 WKQX-F
10	10	WBBM-F	10 WLUP	10 WLUP	10	10	10 WKQX-F	10 WYTZ-F	10 WMAQ	10 WCKG-F
								WTMX-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WGCI-F>	1 WGCI-F>	1 WGCI-F>	1 WGCI-F	1 WVAZ-F
2 WBBM-F	2 WLUP-F<	2 WTMX-F<	2 WVAZ-F	2 WGCI-F
3 WLUP-F	3 WTMX-F	3 WVAZ-F<	3 WTMX-F	3 WTMX-F
4 WTMX-F	4 WVAZ-F	4 WLUP-F	4 WKQX-F<	4 WGN
5 WKQX-F	5 WBBM-F	5 WKQX-F	5 WLUP-F<	5 WKQX-F
6 WVAZ-F<	6 WKQX-F	6 WXRT-F	6 WBBM-F	6 WJMK-F
7 WCKG-F	7 WCKG-F<	7 WBBM-F<	7 WGN	7 WLIT-F<
8 WYTZ-F	8 WXRT-F>	8 WCKG-F	8 WJMK-F	8 WNUA-F
9 WXRT-F	9 WLIT-F	9 WUSN-F	9 WNUA-F	9 WLUP-F<
10	10	10 WNUA-F	WLIT-F	10 WUSN-F
				WBBM-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGCI-F<	1 WLUP-F<	1 WXRT-F	1 WLUP-F	1 WLUP-F
2 WCKG-F	2 WGCI-F<	WLUP-F	WCKG-F	2 WCKG-F
3 WLUP-F	3 WCKG-F	3 WGCI-F	3 WGCI-F	3 WXRT-F<
4 WBBM-F	4 WXRT-F	4 WCKG-F	4 WXRT-F	4 WGCI-F<
5 WVAZ-F	5 WLUP >	5 WLUP >	5 WVAZ-F	5 WGN
6 WLUP	6 WVAZ-F	6 WKQX-F	WLUP >	6 WLUP <
7 WXRT-F<	7 WBBM-F	7 WVAZ-F	7 WKQX-F	7 WVAZ-F
8 WYTZ-F>>	8 WKQX-F	8	WJMK-F	8 WJMK-F<
9	9	9	9 WGN	9 WKQX-F
10	10	10	10 WBBM-F	10 WUSN-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		968 (3)	968 (3)	8.4	10.3	WAIT	850	Crystal Lk/Chcg	0.5/0.9/ 58/ 611
AOR/CLASSIC		1554 (3)	1554 (3)	13.5	13.0	WBEE	1570	Harvey/Chicago	0.5/0.6/ 58/ 431
AC/OLDIES/SOFT ROCK		1980 (7)	1980 (7)	17.2	18.6	WBUS-F	99.9	Kankakee/Joliet	0.4/1.9/ 95/1853
MOR/VARIETY					0.5	WGCI	1390	CHICAGO	0.3/1.7/ 37/1130
COUNTRY		438 (1)	438 (1)	3.8	3.0	WIND	560	CHICAGO	0.6/1.4/ 88/1066
BLACK/URBAN	149 (2)	1700 (3)	1849 (5)	16.1	14.5	WJKL-F	94.3	Elgin	0.3/0.6/ 38/ 441
BEAUTIFUL/EASY	93 (2)	402 (1)	495 (3)	4.3	5.0	WJOB	1230	Hammond	0.5/1.0/ 59/ 705
NEWS/TALK	2588 (6)		2588 (6)	22.5	21.1	WLNR-F	106.3	LANSING/CHICAGO	0.5/2.2/ 70/1476
NOSTALGIA	349 (1)	37 (1)	386 (2)	3.4	3.7	WOPA	1200	Chicago	0.3/0.9/ 36/ 637
RELIGION/GOSPEL		103 (2)	103 (2)	0.9	0.4	WTAQ	1300	LA GRANGE	0.5/1.3/ 66/ 872
SPANISH	185 (3)	237 (1)	422 (4)	3.7	3.7	WVVX-F	103.1	Highland Park	0.4/1.4/ 55/ 962
CLASSICAL		346 (2)	346 (2)	3.0	2.9	WYCA-F	92.3	HAMMOND	0.3/1.0/ 37/ 662
JAZZ/NEW AGE	58 (1)	328 (1)	386 (2)	3.4	2.6	WYLL-F	106.7	DES PLAINES/CHI	0.5/1.6/ 67/1114
UNKNOWN/OTHERS					0.7	WYSY-F	107.9	AURORA	0.7/2.6/ 98/1901
	3422 (15)	8093 (25)	11515 (40)						

RADIO STATIONS

AM STATIONS

WBBM,	780,	50 KW	, NEWS	CBS,	$ 260.00	(CBS)	CBS	Wayne Jefferson
WGCI,	1390,	5 KW (DA-2)	, GOSPEL/BLACK	SBN,	$ N/A	(McGuild)	Gannett	Marv Dyson
WGN ,	720,	50 KW	, TALK/VARIETY	ABC I,	$ 350.00	(Christal)	Tribune Co.	Dan Fabian
WIND,	560,	5 KW (DA-2)	, HISPANIC	IND,	$ 75.00	(Katz Hisp)	Tichenor	Chuck Brooks
WJJD,	1160,	50 KW/5KW (DA-2)	, NOSTALGIA	UNIPWR,	$ 88.00	(Katz)	Infinity	Harvey Pearlman
WJPC,	950,	1 KW/5KW (DA-N)	, BLACK	,	$ 45.00	(---)		Linda Rice
WLS ,	890,	50 KW	, TALK	ABC C,	$ 85.00	(Banner)	Cap. Cities/ABC	Tom Tradup
WLUP,	1000,	50 KW (DA-2)	, TALK/AOR	,	$ 130.00	(MMR)	Evergreen	Larry Wert
WMAQ,	670,	50 KW	, NEWS	NBC APR,	$ 130.00	(Group W)	Westinghouse	Rick Starr
WSBC,	1240,	1 KW	, RELIGION/ETHNIC	,	$ 18.00	(---)		Roy Bellavia
WVON,	1450,	1 KW	, BLACK	MBS,	$ 46.00	(Roslin)		Wes South
WXEZ,	820,	50 KW/1 KW (DA-N)	, EZ	MBS,	$ N/A	(Republic)	Century	Jim Haviland

FM STATIONS

WBBM,	96.3,	6 KW @ 1174,	CHR	RADRAD,	$ 150.00	(CBS)	CBS	Tom Matheson
WCKG,	105.9,	4 KW @ 1575,	CLASSIC AOR	,	$ 164.00	(Katz)		Marc Morgan
WFMT,	98.7,	15 KW @ 1174,	CLASSICAL	,	$ 100.00	(HNWH)		Al Antilitz
WFYR,	103.5,	4 KW @ 1548,	SOFT AC	ABC C UNIULT,	$ 106.00	(Eastman)	Summit	Kelly Seaton
WGCI,	107.5,	33 KW @ 605,	BLACK	,	$ 230.00	(McGuild)	Gannett	Marv Dyson
WJMK,	104.3,	4 KW @ 1568,	OLDIES	UNIPWR,	$ 210.00	(Katz)	Infinity	Harvey Pearlman
WKQX,	101.1,	6 KW @ 1174,	AC/CONTEMP	SOURCE,	$ 200.00	(HNWH)	Emmis	Chuck Hillier
WLIT,	93.9,	4 KW @ 1581,	SOFT AC	,	$ 215.00	(Christal)	Viacom	Phil Redo
WLNR,	106.3,	2 KW @ 297,	AC	,	$ 40.00	(---)	(LANSING)	Linda Rice
WLUP,	97.9,	6 KW @ 1174,	AOR	,	$ 300.00	(MMR)	Evergreen	Larry Wert
WNIB,	97.1,	8 KW @ 1190,	CLASSICAL	,	$ 105.00	(CMBS)		Bill Florian
WNUA,	95.5,	8 KW @ 1174,	JAZZ/NAC	,	$ 120.00	(Durpetti)	Pyramid	John Gehron
WOJO,	105.1,	6 KW @ 1170,	HISPANIC	,	$ 95.00	(Katz Hisp)	Tichenor	Chuck Brooks
WTMX,	101.9,	4 KW @ 1561,	AC	,	$ 140.00	(McGuild)	Bonneville	Chet Redpath
WUSN,	99.5,	6 KW @ 1174,	COUNTRY	,	$ 155.00	(MMR)	Cook Inlet	Steve Ennen
WVAZ,	102,7,	6 KW @ 1174,	BLACK AC	ABC FM UNIPWR,	$ 185.00	(Durpetti)	Broadcast Partners	Barry Mayo
WXEZ,	100.3,	7 KW @ 1174,	EZ	MBS,	$ 175.00	(Republic)	Century	Jim Haviland
WXRT,	93.1,	7 KW @ 1308,	AOR	,	$ 160.00	(CBS)		Seth Mason
WYTZ,	94.7,	4 KW @ 1535,	CHR	ABC R,	$ 158.00	(Banner)	Cap. Cities/ABC	Kevin O'Grady
WYSY,	107.9,	22 KW @ 734,	AC	,	$ 55.00	(Beasley)	(AURORA)	C. Williams

Miscellaneous Comments: WYLL-F sold to Salem for $8,000,000 (Blackburn)...

CINCINNATI

Arbitron Rank/Pop (12+): 31/1,183,200
MSA Rank/Pop: 30/1,459,100
ADI # 30
Average Person Ratings: 17.3
Market TSL: 22.75 hours

Stations: 28/23
Diaries: 1457/812:1/57.0%
Sample Target: 1340
% Below Line: 2.1
% Not Listed: 7.4

1989 Revenue: $55,000,000
HH Inc.: $29,445
Retail $: 10.0 Bil
Pop per Station: 51,443
#1 Biller: WLW $12,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WLW	(MOR)	247/12.1	9.7	8.4	13.4	12.0	10.9	357/5608	3738/32.0	23.4	29.8		11.2	247	3387	WLW
2. WKRQ-F	(CHR)	213/10.4	9.5	10.5	9.7	10.6	10.0	312/4537	3237/27.4	25.5	27.3		13.9	306	3440	WKRQ-F
3. WEBN-F	(AOR)	207/10.1	9.0	10.3	11.9	10.2	10.3	271/3584	2691/22.7	22.7	23.6		12.3	271	2733	WEBN-F
4. WGRR-F	(O)	155/ 7.6	5.5	3.8	4.5	4.3	5.3	194/2496	1890/16.0	9.7	12.6		4.8	105	1426	WGRR-F
5. WWEZ-F	(EZ)	143/ 7.0	6.9	8.6	5.6	7.1	7.0	191/2272	1745/14.7	16.3	13.5		5.8	129	1680	WWEZ-F
6. WIZF-F	(B)	108/ 5.3	6.6	5.9	4.4	4.0	5.6	112/1093	1044/ 8.8	8.8	8.3		10.9	241	1162	WIZF-F
7. WWNK-F	(AC)	106/ 5.2	5.8	5.7	5.6	6.2	5.6	132/2046	1595/13.5	14.4	16.7		5.2	114	1511	WWNK-F
8. WUBE-AF	(C)	100/ 4.9	5.0	5.7	6.3	5.6	5.5	150/1986	1304/11.0	12.7	13.3		4.4	99	1243	WUBE-AF
WKRC	(MOR)	100/ 4.9	5.0	6.1	4.1	5.0	5.0	114/1851	1637/13.8	19.9	14.5		3.1	69	1158	WKRC
10. WRRM-F	(AC)	93/ 4.5	5.2	4.7	5.3	6.1	4.9	98/1581	1373/11.6	12.2	14.2		4.3	95	1268	WRRM-F
11. WCKY	(N/T)	91/ 4.4	4.8	4.8	3.0	3.8	4.3	100/1375	1193/10.1	11.7	9.2		3.7	81	1010	WCKY
12. WOFX-F	(O)	76/ 3.7	4.9	5.4	5.9	6.0	5.0	100/1913	1339/11.3	15.9	13.9		5.2	114	1338	WOFX-F
13. WBVE-F	(C)	51/ 2.5	1.9	2.5	2.5	2.8	2.3	88/1211	679/ 5.7	7.3	7.3		1.7	38	708	WBVE-F
14. WMLX	(BB)	48/ 2.3	3.4	3.0	1.8	1.9	2.6	49/319	292/ 2.5	3.5	2.5		1.5	33	312	WMLX
15. WSAI	(O)	42/ 2.1	1.5	1.2	1.4	1.2	1.5	43/666	570/ 4.8	4.1	4.3		0.9	19	346	WSAI

12+ FM SHARE (METRO): 70.34% (1333 of 1895) (SPG 89: 71.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRQ-F>>	1 WEBN-F	1 WEBN-F	1 WEBN-F<	1 WLW <	1 WLW >	1 WKRQ-F	1 WEBN-F	1 WEBN-F<	1 WLW >>	1 WCKY <
2 WIZF-F>	2 WKRQ-F>	2 WKRQ-F	2 WGRR-F	2 WGRR-F<	2 WWEZ-F>	2 WLW	2 WKRQ-F	2 WKRQ-F	2 WKRQ-F<	2 WLW
3 WEBN-F	3 WLW <	3 WGRR-F	3 WLW	3 WEBN-F>	3 WGRR-F<	WEBN-F	3 WWEZ-F	3 WLW	3 WEBN-F>	3 WEBN-F<
4	4 WWNK-F<	4 WLW >	4 WOFX-F	4 WKRQ-F	4 WKRC	4 WKRC	WGRR-F	4 WGRR-F	4 WIZF-F	4 WUBE-F
5	5 WOFX-F	5 WWNK-F	5 WKRQ-F	5 WRRM-F	5 WCKY	5 WCKY	5 WRRM-F	5 WWEZ-F>	5 WWNK-F	WKRC <
6	WGRR-F<	6 WRRM-F	6 WRRM-F<	6 WWNK-F	6	6 WGRR-F	6 WLW	6 WWNK-F	6 WGRR-F	6 WWEZ-F
7	7 WIZF-F	7 WIZF-F<	7 WWNK-F	7 WUBE-AF<	7	7	7 WWNK-F	7 WIZF-F<	7	7
8	8	8 WOFX-F	8	8 WOFX-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRQ-F>>	1 WKRQ-F>	1 WKRQ-F	1 WKRQ-F>	1 WGRR-F	1 WEBN-F>>	1 WEBN-F>>	1 WEBN-F>	1 WEBN-F>	1 WLW <
2 WIZF-F	2 WWNK-F<	WEBN-F<	2 WGRR-F	2 WKRQ-F<	2 WKRQ-F>>	2 WLW <	2 WLW	2 WLW >	2 WEBN-F>
3 WWNK-F>	3 WEBN-F	3 WRRM-F	3 WRRM-F<	3 WRRM-F	3 WIZF-F	3 WKRQ-F	3 WOFX-F>	3 WGRR-F	3 WGRR-F>
4 WEBN-F	4 WRRM-F<	4 WWNK-F	4 WWNK-F	4 WWNK-F	4 WOFX-F	4 WOFX-F>	4 WKRQ-F	4 WKRQ-F	4 WOFX-F
5 WGRR-F	5 WGRR-F	WGRR-F>	5 WEBN-F	5 WLW	5 WLW	5 WIZF-F	5 WUBE-AF	5 WOFX-F	5 WKRQ-F
6 WRRM-F>	6 WIZF-F	6 WOFX-F	6 WIZF-F	6 WEBN-F	6 WGRR-F	6 WGRR-F	WGRR-F	6	6 WUBE-AF
7 WWEZ-F	7	7 WLW	7	7 WKRC <	7 WWNK-F>	7 WWNK-F	7 WWNK-F	7	7 WWNK-F
8	8	WIZF-F	8	8 WUBE-AF	8 WUBE-AF>>	8 WUBE-AF	WIZF-F>>	8	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		232 (3)	232 (3)	12.2	12.1
AOR/CLASSIC		222 (3)	222 (3)	11.7	11.1
AC/OLDIES/SOFT ROCK	42 (1)	430 (4)	472 (5)	24.9	22.0
MOR/VARIETY	357 (3)		357 (3)	18.8	18.4
COUNTRY	2 (1)	166 (4)	168 (5)	8.9	9.1
BLACK/URBAN		108 (1)	108 (1)	5.7	9.1
BEAUTIFUL/EASY		143 (1)	143 (1)	7.5	7.7
NEWS/TALK	91 (1)		91 (1)	4.8	4.1
NOSTALGIA	48 (1)		48 (1)	2.5	2.0
RELIGION/GOSPEL	7 (1)	19 (1)	26 (2)	1.4	2.0
SPANISH					
CLASSICAL	8 (1)		8 (1)	0.4	0.5
JAZZ/NEW AGE	7 (1)	13 (1)	20 (2)	1.1	1.8
UNKNOWN/OTHERS					
	562 (10)	1333 (18)	1895 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAKW-F	93.3	Cincinnati	0.9/3.1/ 33/ 526
WCIN	1480	Cincinnati	0.4/1.5/ 8/ 185
WNOP	740	Newport	0.3/1.0/ 7/ 113
WOXY-F	97.7	Oxford/Cinci	0.4/1.3/ 13/ 256
WRBZ-F	107.1	Milford	0.6/2.7/ 13/ 366
WSCH-F	99.3	Aurora	0.5/1.4/ 14/ 226
WTSJ	1050	Cincinnati	0.3/0.9/ 7/ 119
WFCJ-F	93.7	Miamisburg	0.3/0.9/ 16/ 273
WGTZ-F	92.9	Eaton	0.6/1.6/ 50/ 861
WPFB	910	Middleton	0.5/1.2/ 14/ 229
WPFB-F	105.9	Middletown	0.3/1.9/ 25/ 487
WTUE-F	104.7	Dayton	0.3/1.3/ 34/ 585

RADIO STATIONS

AM STATIONS

WCIN,	1480,	5 KW/500 W (DA-2),	Classical	,	$ 25.00	(CMBS)		
WCKY,	1530,	50 KW (DA-N) ,	News/Talk	CBS NBC,	$ 62.00	(Mc-Guild)	Federated	Tom Severino
WKRC,	550,	5 KW/1KW (DA-2) ,	Full Service	ABC E,	$ 90.00	(Katz)	Great American	Nick Miller
WLW ,	700,	50 KW ,	Full Service/Talk	ABC I,	$125.00	(Eastman)	Jacor	Dave Martin
WMLX,	1180,	1 KW (Days, DA) ,	Nostalgia	SMN UNISUP,	$ 30.00	(MMR)	Hoker (FLORENCE, KY)	
WNOP,	740,	1 KW (Days, DA) ,	Jazz/Variety	,	$ 25.00	(---)	(NEWPORT, KY)	Al Vontz
WSAI,	1360,	5 KW (DA-N) ,	Oldies	,	$ 28.00	(MMR)	Booth	Jim Wood
WUBE,	1230,	1 KW	See WUBE-FM					

FM STATIONS

WBVE,	96.5,	31 KW @ 810 ,	Country	UNIPWR,	$ 48.00	(Eastman)	(HAMILTON)	Neal Kearny
WEBN,	102.7,	16 KW @ 905 ,	AOR	,	$135.00	(Eastman)	Jacor	Jacqui Brumm
WGRR,	103.5,	19 KW @ 790 ,	Oldies	,	$ 59.00	(Republic)	Dalton (HAMILTON)	Dave O'Donnell
WIZF,	100.9,	1 KW @ 466 ,	Black	ABC C,	$ 35.00	(Banner)	Interurban	Stu Barondess
WKRQ,	101.9,	16 KW @ 874 ,	CHR	ABC FM,	$110.00	(Katz)	Great American	Jim Bryant
WOFX,	94.9,	31 KW @ 640 ,	Oldies	,	$ 69.00	(MMR)	Hoker (FAIRFIELD)	Dean Osborne
WRBZ,	107.1,	3 KW @ 300 ,	Jazz/NAC	,	$ 33.00	(K & P)	(MILFORD)	Steve Parton
WRRM,	98.5,	18 KW @ 808 ,	AC	,	$ 83.00	(Christal)	Susquehanna	Joe Schildmeyer
WUBE,	105.1,	14 KW @ 920 ,	Country	,	$ 75.00	(Christal)	American	George Toulas
WWEZ,	92.5,	16 KW @ 905 ,	EZ	UNISUP,	$ 66.00	(Mc-Guild)	Federated	Tom Severino
WWNK,	94.1,	32 KW @ 600 ,	AC	,	$ 77.00	(MMR)	Booth	Jim Wood

CLEVELAND

Arbitron Rank/Pop (12+): 22/1,763,200
MSA Rank/Pop: 25/1,857,000
ADI # 11
Average Person Ratings: 17.7
Market TSL: 23.00 hours

Stations: 27/21
Diaries: 1638/1076:1/51.4%
Sample Target: 1640
% Below Line: 3.0
% Not Listed: 10.0

1989 Revenue: $51,500,000
HH Inc.: $29,425
Retail $: 14.4 Bil
Pop per Station: 83,961
#1 Biller: WMMS-F $8,000,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WLTF-F	(AC)	325/10.4	9.0	7.9	8.8	9.0	9.0	406/5241	3947/22.4	20.0	21.3		11.5	356	3509	WLTF-F
2.	WMMS-F	(AOR)	238/ 7.6	8.5	8.2	7.6	10.7	8.0	321/5068	3589/20.4	22.2	23.4		9.9	306	4028	WMMS-F
3.	WMJI-F	(AC)	221/ 7.1	7.4	6.8	9.0	6.9	7.6	302/4445	3137/17.8	18.8	19.1		6.6	203	2765	WMJI-F
4.	WZAK-F	(B)	216/ 6.9	6.6	7.2	6.4	6.4	6.8	260/2771	2239/12.7	13.2	12.0		8.6	268	3406	WZAK-F
5.	WGAR-F	(C)	214/ 6.9	5.2	4.9	4.4	5.5	5.3	280/3294	2398/13.6	12.3	11.6		5.2	161	2081	WGAR-F
6.	WDOK-F	(SAC)	202/ 6.5	7.1	8.5	5.6	6.6	6.9	281/4060	2874/16.3	20.7	16.5		5.8	179	1913	WDOK-F
7.	WRMR	(BB)	178/ 5.7	4.5	4.8	4.4	4.5	4.8	210/2329	1893/10.7	9.7	10.8		3.4	106	1100	WRMR
	WQAL-F	(EZ)	178/ 5.7	8.1	5.9	7.0	6.9	6.7	215/3114	2508/14.2	14.5	15.7		[illegible]	93	1712	WQAL-F
9.	WNCX-F	(CL AOR)	165/ 5.3	4.9	6.1	7.6	7.3	6.0	226/3458	2378/13.5	14.8	14.5		[illegible]	187	2238	WNCX-F
10.	WWWE	(N/T)	160/ 5.1	4.0	4.6	5.5	4.6	4.8	217/3648	2668/15.1	17.2	15.2		3.0	93	2099	WWWE
11.	WPHR-F	(CHR)	149/ 4.8	4.5	5.4	5.6	3.4	5.1	215/3898	2637/15.0	15.7	12.9		8.0	247	2916	WPHR-F
12.	WJMO-F	(B)	127/ 4.1	2.9	2.2	2.5	3.1	2.9	129/2326	2201/12.5	9.4	10.1		6.7	209	2805	WJMO-F
13.	WERE	(N/T)	61/ 2.0	2.8	2.4	2.5	2.6	2.4	62/1237	1193/ 6.8	9.1	9.6		2.2	69	861	WERE
14.	WJMO	(B)	56/ 1.8	2.5	2.6	2.3	1.9	2.3	56/827	827/ 4.7	6.4	5.9		0.6	18	361	WJMO
15.	WCLV-F	(CL)	52/ 1.7	2.8	2.6	1.6	2.1	2.2	63/1297	1036/ 5.9	7.0	5.9		2.1	66	939	WCLV-F
16.	WNWV-F	(J/NA)	48/ 1.5	1.9	2.1	2.9	2.4	2.1	70/1217	882/ 5.0	8.0	8.4		2.2	67	721	WNWV-F
17.	WHK	(N)	36/ 1.2	0.8	1.5	0.9	0.9	1.1	40/873	793/ 4.5	5.5	3.8		0.8	25	653	WHK
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 78.57% (2207 of 2809) (SPG 89: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPHR-F>>	1 WMMS-F	1 WLTF-F	1 WLTF-F	1 WLTF-F	1 WRMR	1 WMMS-F<	1 WLTF-F>	1 WLTF-F>	1 WZAK-F	1 WZAK-F>
2 WZAK-F>	2 WNCX-F<	2 WMMS-F	2 WMMS-F	2 WMJI-F<	WLTF-F	2 WMJI-F	2 WMMS-F<	2 WMMS-F<	2 WWWE	2 WLTF-F
3 WJMO-F	3 WLTF-F	3 WMJI-F	3 WMJI-F	3 WMMS-F>	3 WDOK-F<	3 WLTF-F>	3 WDOK-F	3 WGAR-F<	3 WLTF-F	3 WQAL-F
4	4 WZAK-F>	4 WZAK-F<	4 WNCX-F	4 WGAR-F	4 WGAR-F<	4 WGAR-F	4 WRMR	4 WZAK-F<	4 WPHR-F>	4 WMJI-F
5	5 WJMO-F<	5 WNCX-F>	5 WZAK-F	WDOK-F<	5 WQAL-F<	5 WWWE <	5 WQAL-F	5 WNCX-F	5 WNCX-F	WGAR-F
6	6 WMJI-F	6 WDOK-F	6 WDOK-F	6 WNCX-F	6 WMJI-F	6 WQAL-F	6 WGAR-F<	WDOK-F	WJMO-F	6 WWWE
7	7 WPHR-F<	7 WGAR-F	7 WGAR-F	7 WZAK-F	7 WWWE	7 WRMR <	7 WMJI-F	7 WMJI-F	7 WMMS-F	7 WHK
8	8 WGAR-F	8	8	8	8	8 WZAK-F	8	8	8	8
						WDOK-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZAK-F<	1 WLTF-F	1 WLTF-F	1 WLTF-F>	1 WLTF-F>	1 WMMS-F	1 WNCX-F	1 WNCX-F>	1 WNCX-F	1 WNCX-F
2 WLTF-F	2 WMMS-F>	2 WMMS-F>	2 WMMS-F	2 WMJI-F	2 WNCX-F	2 WMMS-F>	2 WMMS-F>>	WMMS-F	2 WMMS-F<
3 WMMS-F	3 WZAK-F	3 WJMO-F	3 WZAK-F	3 WMMS-F	3 WZAK-F	3 WZAK-F	3 WMJI-F	3 WMJI-F<	3 WMJI-F
4 WPHR-F>	4 WJMO-F	4 WZAK-F	4 WMJI-F	4 WDOK-F	4 WLTF-F	4 WMJI-F<	4 WGAR-F	4 WLTF-F>	4 WLTF-F
5 WJMO-F	5 WPHR-F	5 WGAR-F	5 WJMO-F	5 WGAR-F<	5 WMJI-F	5 WLTF-F>	5 WDOK-F	5 WZAK-F	5 WWWE
6 WNCX-F>	6 WNCX-F	6 WMJI-F	WDOK-F	6 WZAK-F	6 WPHR-F>	6 WGAR-F	WZAK-F<	6 WWWE	WGAR-F
7 WDOK-F	WGAR-F	7 WNCX-F	7 WGAR-F	7 WQAL-F	7 WJMO-F	7	7 WWWE	7	7 WDOK-F
8 WGAR-F>>	8	8	8	8	8	8	8 WLTF-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		179 (2)	179 (2)	6.4	8.4
AOR/CLASSIC		423 (3)	423 (3)	15.1	20.8
AC/OLDIES/SOFT ROCK		757 (4)	757 (4)	26.9	25.1
MOR/VARIETY	18 (1)		18 (1)	0.6	0.5
COUNTRY	30 (1)	214 (1)	244 (2)	8.7	6.7
BLACK/URBAN	65 (2)	343 (2)	408 (4)	14.5	9.1
BEAUTIFUL/EASY		191 (2)	191 (2)	6.8	7.6
NEWS/TALK	257 (3)		257 (3)	9.1	8.9
NOSTALGIA	200 (2)		200 (2)	7.1	7.1
RELIGION/GOSPEL	32 (1)		32 (1)	1.1	0.9
SPANISH					
CLASSICAL		52 (1)	52 (1)	1.9	2.3
JAZZ/NEW AGE		48 (1)	48 (1)	1.7	2.6
UNKNOWN/OTHERS					
	602 (10)	2207 (16)	2809 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABQ	1540	Cleveland	1.0/1.9/ 32/ 339
WEOL	930	Elyria	0.6/2.1/ 20/ 402
WGAR	1220	Cleveland	1.0/4.1/ 44/ 993
WJTB	1040	N Ridgvl/Clvlnd	0.3/0.7/ 10/ 141
CKLW	800	Windsor	0.7/2.5/ 38/ 696
WHBC-F	94.1	Canton/Akron	0.4/1.1/140/1509
WKDD-F	96.5	Akron/Canton	1.0/5.8/166/3172
WONE-F	97.5	Akron/Cleveland	0.6/4.0/142/2189
WQMX-F	94.9	Medina/Akron	0.3/1.4/ 99/1240

RADIO STATIONS

AM STATIONS

WABQ,	1540,	1 KW (Days)	,	Religion	NBN,	$ 20.00	(—)		Jack Linn
WERE,	1300,	5 KW (DA-1)	,	Talk	MBS,	$ 50.00	(Mc-Guild)	Metroplex	Kim Colebrook
WGAR,	1220,	50 KW (DA-N) — Basic Simulcast with WGAR-FM pending sale							
WHK ,	1420,	5 KW (DA-N)	,	Business News	NBC TALKNT,	$ 35.00	(Katz)	Malrite	Chuck Bortnick
WJMO,	1490,	1 KW	,	Black	SBN,	$ 30.00	(MMR)	United	Curtis Shaw
WRMR,	850,	10 KW/5 KW (DA-2)	,	Nostalgia	APR UNISUP,	$ 44.00	(Christal)		Joe Restifo
WWWE,	1100,	50 KW	,	News/Talk	CBS ABC T,	$ 80.00	(Eastman)	Booth	Harvey Simms

FM STATIONS

WCLV,	95.5,	31 KW @ 620	,	Classical	,	$ 55.00	(HNWH)		Bob Conrad
WDOK,	102.1,	12 KW @ 1005	,	Soft AC	,	$ 70.00	(Republic)		Joe Restifo
WGAR,	99.5,	50 KW @ 500	,	Country	ABC E,	$ 80.00	(HNWH)	Nationwide	John Blassingame
WMJO,	92.3,	27 KW @ 235	,	CHR/Urban	ABC R ABC FM,	$ 50.00	(MMR)	United	Curtis Shaw
WLTF,	106.5,	11 KW @ 1060	,	AC	APR,	$140.00	(Christal)	Booth	Roger Turner
WMJI,	105.7,	27 KW @ 900	,	AC	,	$110.00	(Eastman)	Jacor	Bob Visotcky
WMMS,	100.7,	34 KW @ 600	,	AOR	SOURCE NBC,	$160.00	(Katz)	Malrite	Chuck Bortnick
WNCX,	98.5,	16 KW @ 961	,	Classic AOR	ABC RM RADRAD,	$ 85.00	(Mc-Guild)	Metroplex	Kim Colebrook
WNWV,	107.3,	50 KW @ 466	,	Jazz/NAC	SMN,	$ 55.00	(Torbet)	(ELYRIA)	Gary Kneisley
WPHR,	107.9,	16 KW @ 892	,	CHR	SOURCE UNIPWR,	$ 60.00	(Torbet)	Ardman	Mark Heiden
WQAL,	104.1,	11 KW @ 1060	,	Oldies/AC	UNISUP,	$ 75.00	(Banner)	ML/Win	Mark Biviano
WZAK,	93.1,	27 KW @ 623	,	Black	RADRAD,	$ 80.00	(Durpetti)	Zapis	X. Zapis

Miscellaneous Comments: WMJI-F sold by Jacor to Legacy 2 for $32,000,000 (Americom) (price included cost of WYNY-F in Nashville)...WGAR sold to Douglas for $500,000 (Questcom)...

COLORADO SPRINGS

Arbitron Rank/Pop (12+): 106/334,000

MSA Rank/Pop: 116/403,800
ADI # 99 (w/ Pueblo)
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 16/15
Diaries: 765/437:1/56.7%
Sample Target: 720
% Below Line: 3.4
% Not Listed: 13.2

1989 Revenue: $11,400,000
HH Inc.: $27,044
Retail $: 2.6 Bil
Pop per Station: 22,266
#1 Biller: KKCS-AF $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KKCS-F	(C)	65/10.9	9.1	8.4	7.4	9.7	——	81/842	613/18.1	17.6	16.9	8.9	55	511	KKCS-F
2. KIKX-F	(CHR)	51/ 8.5	5.6	5.9	7.8	11.5	——	64/1060	775/23.2	18.0	20.5	7.6	47	721	KIKX-F
3. KKMG-F	(CHR)	50/ 8.4	6.5	7.1	5.2	——	——	66/819	601/18.0	14.3	12.9	12.2	76	576	KKMG-F
4. KVUU-F	(AC)	44/ 7.4	6.3	9.8	8.1	8.2	——	58/779	569/17.0	18.2	21.3	6.1	38	525	KVUU-F
KILO-F	(AOR)	44/ 7.4	7.5	6.1	9.6	11.1	——	61/801	558/16.7	15.7	16.9	10.1	63	696	KILO-F
6. KATM-F	(CHR)	43/ 7.2	4.8	7.5	4.8	4.8	——	59/951	671/19.9	15.6	19.3	7.9	49	701	KATM-F
7. KSPZ-F	(AC)	42/ 7.0	2.7	5.2	4.3	5.6	——	48/755	604/18.1	10.3	14.7	6.8	42	512	KSPZ-F
8. KRDO-F	(EZ)	39/ 6.5	6.8	6.2	8.9	9.9	——	63/818	560/16.8	15.4	15.8	3.7	23	398	KRDO-F
9. KKFM-F	(CL AOR)	37/ 6.2	7.5	7.1	6.5	5.2	——	51/731	501/15.0	15.4	16.0	6.4	40	535	KKFM-F
10. KVOR	(N/T)	26/ 4.4	3.6	5.2	4.3	3.8	——	26/408	387/11.6	11.6	15.2	3.4	21	316	KVOR
11. KSSS	(C)	21/ 3.5	3.8	2.9	4.8	4.0	——	24/383	301/ 9.0	6.8	8.5	4.5	28	322	KSSS
12. KOA	(N/T)	13/ 2.2	5.1	3.0	3.3	2.6	——	31/525	285/ 8.5	13.0	10.0	1.9	12	187	KOA
KKLI-F	(SAC)	13/ 2.2	3.1	4.1	4.8	3.4	——	15/305	262/ 7.8	9.8	10.8	2.6	16	183	KKLI-F
14. KRDO	(O)	11/ 1.8	2.9	3.6	2.4	3.6	——	11/300	267/ 8.0	9.9	9.4	1.6	10	230	KRDO

12+ FM SHARE (METRO): 84.75% (439 of 518) (SPG 89: 81.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F	1 KILO-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F	1 KKCS-F<	1 KKCS-F	1 KKCS-F	1 KKMG-F	1 KSPZ-F>
KIKX-F>>	KATM-F	2 KILO-F	2 KVUU-F<	2 KVUU-F<	2 KRDO-F	2 KVUU-F	2 KRDO-F	2 KKMG-F<	2 KATM-F>	2 KKCS-F
3 KKCS-F	3 KKMG-F	3 KVUU-F	3 KSPZ-F>	3 KSPZ-F>	3 KVUU-F	3 KIKX-F	3 KILO-F<	3 KIKX-F	3 KKCS-F	KATM-F
4	KKFM-F	4 KATM-F<	4 KKFM-F	4 KKFM-F	4 KSPZ-F	4 KKMG-F<	4 KVUU-F	4 KSPZ-F	4 KIKX-F	4 KSSS
5	5 KKCS-F	5 KSPZ-F<	5 KILO-F<	5 KRDO-F	5 KVOR	5 KKFM-F	KIKX-F	5 KILO-F	5 KILO-F	5
6	KIKX-F	6 KIKX-F	6 KRDO-F	6 KKMG-F	6	6	6 KKFM-F	6 KVUU-F	6	6
7	7	7	KKMG-F	KILO-F	7	7	7	7	7	7
8	8	8	KIKX-F	KIKX-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKMG-F	1 KKMG-F	1 KKCS-F	1 KVUU-F	1 KKCS-F<	1 KILO-F	1 KILO-F	1 KKFM-F	1 KILO-F	1 KKCS-F
2 KATM-F>	2 KKCS-F	2 KSPZ-F	KKCS-F	2 KVUU-F	KATM-F>>	2 KATM-F	2 KILO-F	2 KKFM-F	2 KSPZ-F
3 KIKX-F>	3 KIKX-F	KKFM-F	3 KSPZ-F	3 KSPZ-F>	3 KIKX-F	3 KKFM-F	3 KKMG-F	KATM-F	KKFM-F
4 KKCS-F>	KATM-F	4 KVUU-F	4 KKMG-F	4 KRDO-F	4 KKFM-F>	4 KIKX-F	KKCS-F	4 KKCS-F	4 KILO-F
5 KVUU-F	5 KSPZ-F	KKMG-F	5 KIKX-F	5 KIKX-F	5 KKMG-F	5 KKMG-F	5 KATM-F	5 KIKX-F	5 KVUU-F
KILO-F>	6 KVUU-F	6 KILO-F	6	6 KKMG-F	6 KKCS-F>	6 KKCS-F	6 KIKX-F	6	6
7	KKFM-F	KIKX-F>	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		144 (3)	144 (3)	27.8	23.3
AOR/CLASSIC	2 (1)	81 (2)	83 (3)	16.0	15.0
AC/OLDIES/SOFT ROCK	11 (1)	102 (4)	113 (5)	21.8	23.5
MOR/VARIETY	2 (1)		2 (1)	0.4	4.5
COUNTRY	21 (1)	65 (1)	86 (2)	16.6	12.8
BLACK/URBAN					
BEAUTIFUL/EASY		39 (1)	39 (1)	7.5	7.1
NEWS/TALK	39 (2)		39 (2)	7.5	9.3
NOSTALGIA	4 (1)		4 (1)	0.8	0.8
RELIGION/GOSPEL					0.6
SPANISH					
CLASSICAL					0.4
JAZZ/NEW AGE		8 (1)	8 (1)	1.5	
UNKNOWN/OTHERS					2.8
	79 (7)	439 (12)	518 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZE-F	105.5	Security/Co Spg	1.3/4.5/ 10/ 177
KCMN	1530	Co Spgs/Pueblo	0.7/3.0/ 4/ 104
KHOW	630	Denver	0.3/1.8/ 8/ 137
KLZ	560	Denver	0.3/1.7/ 2/ 96
KRYT-F	107.9	Pueblo	0.5/2.0/ 28/ 390

RADIO STATIONS

KCMN, 1530, 1 KW (DAYS)	, NOSTALGIA	CNN, UNISUP ,	$ 14.00 (K & P)			Chip Luskow
KRDO, 1240, 1 KW (DA-1)	, OLDIES	,	$ 13.00 (HNWH)			Dan Shanahan
KSSS, 740, 3.5KW/1.5 KW(DA-2)	, COUNTRY	ABC I ,	$ 20.00 (McGuild)	Lakoduk		Larry Lakoduk
KVOR, 1300, 5 KW/1 KW	, NEWS/TALK	ABC I, TALKNT,	$ 23.00 (Katz)			
KBZE-F, 105.5, 60W @ 2230	, JAZZ/NAC	,	$ 18.00 (——)		(SECURITY)	Jody McCoy
KATM-F, 100.7, 13 KW @ 2123,	CHR	,	$ 22.00 (Banner)	Surrey	(PUEBLO)	Tricia York
KIKX-F, 102.7, 100 KW @ 2000,	CHR	,	$ 37.00 (McGuild)			Barb Beddor
KILO-F, 93.9, 83 KW @ 2110,	AOR	,	$ 36.00 (Republic)	Bahakel		Jones Fuquey
KKFM-F, 98.1, 71 KW @ 2290,	CLASSIC AOR	SOURCE ,	$ 32.00 (Christal)	Citadel		Bob Profitt
KKLI-F, 106.3, 71 W @ 1988,	SOFT AC	,	$ 15.00 (Torbet)	Tippie		Bob Scott
KKMG-F, 98.9, 70 KW @ 2300,	CHR	,	$ 26.00 (Banner)		(PUEBLO)	Gary Goodell
KRDO-F, 95.1, 96 KW @ 2010,	BTFL/EZ	,	$ 30.00 (HNWH)			Dan Shanahan
KSPZ-F, 92.9, 72 KW @ 2130,	AC	UNISUP ,	$ 31.00 (Katz)			
KVUU-F, 99.9, 96 KW @ 2000,	AC	ABC E ,	$ 39.00 (McGuild)	Lakoduk	(PUEBLO)	Larry Lakaduk
KKCS-F, 101.9, 79 KW @ 2080,	COUNTRY	,	$ 40.00 (Torbet)			Bob Gourley

KOA — See Denver
Miscellaneous Comments: KVOR, KSPZ-F sold from Penn to Unistar for $2,500,000 (MVP)...

COLUMBIA, SC

Arbitron Rank/Pop (12+): 91/388,900
MSA Rank/Pop: 105/464,100
ADI # 82
Average Person Ratings: 17.5
Market TSL: 23.00 hours

Stations: 16/14
Diaries: 819/475:1/56.4%
Sample Target: 770
% Below Line: 1.6
% Not Listed: 11.4

1989 Revenue: $13,000,000
HH Inc.: $27,951
Retail $: 2.9 Bil
Pop per Station: 27,778
#1 Biller: WCOS A/F $3,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WWDM-F	(B)	121/17.7	15.7	15.7	15.2	18.7	——	256/2035	895/23.0	22.4	24.8	22.8	175	1074	WWDM-F
2. WCOS-F	(C)	105/15.4	14.1	15.4	16.5	19.5	——	175/1969	1209/31.1	25.4	31.6	13.7	105	1174	WCOS-F
3. WNOK-F	(CHR)	65/ 9.5	6.5	7.3	10.1	8.8	——	111/1487	904/23.2	21.7	22.5	9.5	73	1054	WNOK-F
4. WMFX-F	(AOR)	49/ 7.2	7.3	10.4	7.4	6.0	——	55/806	703/18.1	19.3	20.7	9.5	73	766	WMFX-F
5. WVOC	(N/T)	42/ 6.2	6.6	5.5	5.4	5.8	——	50/655	582/15.0	16.6	16.3	4.9	38	489	WVOC
WTCB-F	(AC)	42/ 6.2	8.8	6.6	6.4	5.0	——	85/1015	625/16.1	19.1	14.3	6.3	48	552	WTCB-F
7. WYYS-F	(CHR)	39/ 5.7	5.4	2.9	3.4	3.1	——	39/518	479/12.3	14.0	12.5	5.1	39	520	WYYS-F
8. WCEZ-F	(EZ)	30/ 4.4	5.1	6.9	7.7	5.4	——	34/480	417/10.7	11.1	13.2	3.4	26	362	WCEZ-F
9. WOMG-F	(O)	29/ 4.3	4.8	3.4	1.3	1.9	——	32/460	393/10.1	12.8	10.0	3.9	4	145	WOMG-F
10. WSCQ-F	(AC)	28/ 4.1	4.0	3.9	5.1	6.0	——	28/445	418/10.7	12.7	11.1	2.7	21	253	WSCQ-F
11. WOIC	(B)	19/ 2.8	2.6	1.0	——	0.3	——	19/293	291/ 7.5	6.7	2.2	1.7	13	280	WOIC
12. WTGH	(GOS)	14/ 2.1	2.9	3.2	2.8	3.3	——	16/266	232/ 6.0	6.9	7.2	2.9	22	198	WTGH

12+ FM SHARE (METRO): 87.25% (527 of 604) (SPG 89: 82.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWDM-F	1 WWDM-F>	1 WWDM-F>	1 WWDM-F>	1 WYYS-F	1 WCOS-F>	1 WCOS-F>	1 WCOS-F	1 WWDM-F	1 WWDM-F>>	1 WWDM-F>>
2 WNOK-F>>	2 WNOK-F	2 WCOS-F	2 WCOS-F>	2 WCOS-F>	2 WWDM-F	2 WWDM-F	2 WWDM-F>	2 WCOS-F>	2 WNOK-F	2 WVOC
3 WYYS-F	3 WMFX-F	3 WNOK-F<	3 WTCB-F	3 WTCB-F	3 WVOC	3 WNOK-F>	3 WNOK-F	3 WNOK-F	3 WMFX-F	3 WNOK-F>
4	4 WCOS-F	4 WMFX-F	WMFX-F	4 WMFX-F	4 WTCB-F	4 WVOC	4 WVOC	4 WMFX-F	4 WCOS-F	4 WCOS-F
5	5 WYYS-F	5 WTCB-F	5 WOMG-F	5 WOMG-F	5 WCEZ-F	5 WTCB-F	5 WTCB-F	5 WYYS-F<	5 WYYS-F	5
6	6	6 WYYS-F	6 WNOK-F	6 WNOK-F	6	6	6 WYYS-F<	6 WTCB-F	6 WVOC	6
7	7	7	7 WSCQ-F	7 WSCQ-F	7	7	7 WCEZ-F<	WSCQ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWDM-F>>	1 WWDM-F>>	1 WWDM-F>	1 WWDM-F>>	1 WWDM-F	1 WNOK-F	1 WWDM-F	1 WWDM-F>	1 WWDM-F	1 WWDM-F
2 WNOK-F	2 WNOK-F>	2 WNOK-F	2 WNOK-F<	2 WCOS-F>	2 WYYS-F	2 WMFX-F	2 WMFX-F	2 WCOS-F	2 WCOS-F>
3 WYYS-F>>	3 WYYS-F	3 WMFX-F	3 WCOS-F	3 WTCB-F	WMFX-F>	3 WNOK-F	3 WCOS-F>	3 WMFX-F>	3 WMFX-F
4 WTCB-F	4 WMFX-F	WCOS-F>	4 WTCB-F	4 WSCQ-F	4 WCOS-F	4 WCOS-F	4 WVOC	4 WNOK-F	4 WTCB-F>
WSCQ-F	WCOS-F	5 WOMG-F	5 WSCQ-F	5 WNOK-F	5 WWDM-F>>	5 WYYS-F	WTCB-F	5 WYYS-F	5 WOMG-F
WMFX-F	6	6 WYYS-F	6 WYYS-F	6	6	6	WNOK-F>	6 WTCB-F	6 WVOC
WKWQ-F	7	WTCB-F	7	7	7	7	7	7	7
WCOS-F	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		110 (3)	110 (3)	18.2	11.6
AOR/CLASSIC		49 (1)	49 (1)	8.1	11.7
AC/OLDIES/SOFT ROCK		99 (3)	99 (3)	16.4	17.1
MOR/VARIETY					
COUNTRY	2 (1)	110 (2)	112 (3)	18.5	17.7
BLACK/URBAN	19 (1)	129 (2)	148 (3)	24.5	22.6
BEAUTIFUL/EASY		30 (1)	30 (1)	5.0	7.8
NEWS/TALK	42 (1)		42 (1)	7.0	6.2
NOSTALGIA					
RELIGION/GOSPEL	14 (1)		14 (1)	2.3	5.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	77 (4)	527 (12)	604 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOS	1400	Columbia	0.3/1.5/ 2/ 80
WKWQ-F	95.3	Batesburg/Clmba	1.2/3.9/ 16/ 217
WBBQ-F	104.3	Augusta	0.9/2.8/ 16/ 224
WSOC-F	103.7	Charlotte	0.7/1.6/ 5/ 147

RADIO STATIONS

WOIC, 1320, 5 KW/2.5KW (DA-N), BLACK		, $ 14.00 (Katz)	Voyager	Jimmy Collins
WTGH, 620, 1 KW/125 W (DA-1), GOSPEL	SBN	, $ 12.00 (——)	Willis	Wally Williams
WVOC, 560, 5 KW (DA-N) , NEWS/TALK	CBS	, $ 26.00 (Banner)		Gene Grim
WCEZ-F, 93.5, 1.6 KW @ 443, EZ	NBC	, $ 32.00 (Banner)		Gene Grim
WCOS-F, 97.9, 100 KW @ 984, COUNTRY	ABC E	, $ 70.00 (McGuild)	Ragan Henry	Barry Smith
WMFX-F, 102.3, 3 KW @ 320, CLASSIC AOR		, $ 45.00 (Durpetti)	Baum	Dennis Murphy
WNOK-F, 104.7, 100 KW @ 1004, CHR	ABC R	, $ 46.00 (Katz)	Voyager	Jimmy Collins
WOMG-F, 103.1, 3 KW @ 300, OLDIES	MBS, UNISUP	, $ 25.00 (Banner)	John Price	Barry Brown
WSCQ-F, 100.1, 3 KW @ 330, SOFT AC	RADRAD	, $ 23.00 (Republic)		Bill Benton
WTCB-F, 106.7, 100 KW @ 787, AC	APR	, $ 41.00 (Christal)	Bloomington	
WWDM-F, 101.3, 100 KW @ 1322, Black	UNIPWR	, $ 55.00 (HMWH)		Steve Patterson
WYYS-F, 96.7, 2.2 KW @ 384, CHR		, $ 27.00 (——)	Universal	Jim Poston

COLUMBUS, GA

Arbitron Rank/Pop (12+): 152/209,300

MSA Rank/Pop: 175/247,100
ADI # 119
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 13/11
Diaries: 618/339:1/48.6%
Sample Target: 580
% Below Line: 4.1
% Not Listed: 12.8

1989 Revenue: $7,900,000
HH Inc.: $21,735
Retail $: 1.54 Bil
Pop per Station: 19,027
#1 Biller: WCGQ-F $1,450,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSTH-AF	(C)	55/14.9	----	13.8	----	13.5	----	96/1050	568/27.1		23.3		11.7	41	547	WSTH-AF
2. WVRK-F	(AOR)	43/11.7	----	6.1	----	11.3	----	70/796	388/18.5		20.1		11.5	44	426	WVRK-F
3. WGSY-F	(AC)	42/11.4	----	15.3	----	7.5	----	47/570	479/22.9		24.6		14.1	54	448	WGSY-F
4. WCGQ-F	(CHR)	41/11.1	----	11.9	----	14.8	----	95/1144	470/22.5		25.5		15.1	58	710	WCGQ-F
5. WAGH-F	(B)	40/10.9	----	7.6	----	----	----	48/627	471/22.5		17.5		17.2	66	614	WAGH-F
6. WOKS	(B)	37/10.1	----	10.7	----	12.3	----	37/336	287/13.7		17.2		6.8	26	242	WOKS
7. WFXE-F	(B)	30/ 8.2	----	11.0	----	16.4	----	34/597	456/21.8		24.9		9.6	37	705	WFXE-F
8. WRCG	(N/T)	13/ 3.5	----	4.9	----	7.5	----	13/194	156/ 7.5		10.8		3.6	14	166	WRCG
9. WVFJ-F	(REL)	9/ 2.4	----	1.5	----	1.3	----	21/244	110/ 5.3		3.8		1.6	6	100	WVFJ-F
10.																

12+ FM SHARE (METRO): 81.93% (263 of 321) (SPG 89: 81.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WCGQ-F>>	1 WVRK-F>	1 WVRK-F	1 WGSY-F<	1 WSTH-AF<	1 WSTH-AF>	1 WSTH-AF>	1 WGSY-F	1 WSTH-AF	1 WCGQ-F	1 WSTH-F
2 WAGH-F>>	2 WGSY-F	2 WGSY-F	2 WSTH-AF	2 WGSY-F	2 WOKS >	2 WAGH-F	2 WVRK-F	2 WGSY-F<	WAGH-F	2 WOKS
3 WFXE-F	3 WCGQ-F	3 WSTH-AF	3 WVRK-F	3 WVRK-F	3 WGSY-F	3 WVRK-F	3 WSTH-AF	3 WVRK-F	3 WOKS	3 WFXE-F
4	WAGH-F	4 WAGH-F	4 WFXE-F	4 WOKS	4	WGSY-F	4 WOKS	4 WCGQ-F	4 WFXE-F	WAGH-F
5	5 WFXE-F	5 WFXE-F	5 WAGH-F	WFXE-F	5	5 WCGQ-F	5	5 WAGH-F	5 WSTH-AF	5
6	6	WCGQ-F	6	6 WAGH-F	6	6	6	6	6 WVRK-F	6

WOM 18-24	WOM 18-34	WOM [illegible]-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WCGQ-F	1 WGSY-F>	1 WGSY-F>	1 WGSY-F>	1 WSTH-AF	1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F>>	1 WVRK-F
2 WGSY-F	2 WCGQ-F>	2 WFXE-F>	2 WSTH-AF	WGSY-F	2 WAGH-F>	2 WAGH-F>	2 WVFJ-F	2 WGSY-F	2 WSTH-AF
3 WVRK-F	3 WVRK-F	3 WCGQ-F	WCGQ-F	3 WOKS	3 WCGQ-F	3 WGSY-F	WGSY-F	3 WSTH-AF	3 WGSY-F>
WAGH-F>>	WFXE-F	4 WSTH-AF	4 WAGH-F	4 WFXE-F	4 WGSY-F	WFXE-F	WFXE-F	4 WAGH-F	4 WFXE-F
5	WAGH-F	WVRK-F	5 WFXE-F	5 WCGQ-F	WFXE-F	WCGQ-F	WAGH-F	5 WFXE-F	WAGH-F
6	6	WAGH-F>	6	WAGH-F	6 WZHT-F>	6	6 WSTH-AF	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		41 (1)	41 (1)	12.8	20.8
AOR/CLASSIC		43 (1)	43 (1)	13.4	
AC/OLDIES/SOFT ROCK		42 (1)	42 (1)	13.1	17.7
MOR/VARIETY					
COUNTRY	3 (1)	52 (1)	55 (2)	17.1	15.9
BLACK/URBAN	37 (1)	76 (3)	113 (4)	35.2	37.1
BEAUTIFUL/EASY					1.1
NEWS/TALK	15 (2)		15 (2)	4.7	
NOSTALGIA					5.7
RELIGION/GOSPEL	3 (1)	9 (1)	12 (2)	3.7	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	58 (5)	263 (8)	321 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEAM	1580	Columbus	0.8/4.5/ 3/ 100
WIQN	1460	Columbus/GA-Phx	0.5/2.7/ 2/ 76
WZHT-F	105.7	Troy/Mntgmry	1.6/3.3/ 25/ 227

RADIO STATIONS

WOKS ,	1340,	1 KW (DA-1) ,	Black	SBN NBN, $17.00	(Katz)	Davis	Charles Richardson
WRCG ,	1420,	5 KW (DA-N) ,	Talk	CBS, $13.00	(Christal)		Charles McClure
WAGH-F,	98.3,	3 KW @ 328 ,	Black	, $17.00	(K & P)	(FT. MITCHELL)	Art Angell
WCGQ-F,	107.3,	100 KW @ 1011 ,	CHR	ABC C, $33.00	(Christal)		Joe McClure
WFXE-F,	104.9,	3 KW @ 290 ,	Black	ABC FM, $30.00	(Katz)	Davis	Charles Richardson
WGSY-F,	100.1,	3 KW @ 300 ,	AC	, $31.00	(Torbet)	Woodfin	Ken Woodfin
WSTH-F,	106.1,	100 KW @ 981 ,	Country	ABC E NBC, $35.00	(Mc-Guild)		Truman Conley
WVRK-F,	102.9,	100 KW @ 1520 ,	AOR	ABC R UNIPWR, $26.00	(Mc-Guild)		Jim Martin
WVFJ-F,	93.3,	100 KW @ 1000 ,	Religion	, $10.00	(Regional)	(MANCHESTER)	Steve Williams

Misc: WNKS-F changes to WVRK-F and format from CHR to AOR (Aug 1989) . . .

COLUMBUS, OH

Arbitron Rank/Pop (12+): 34/1,106,200

MSA Rank/Pop: 35/1,351,100
ADI # 34
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 24/21
Diaries: 1422/778:1/53.2%
Sample Target: 1300
% Below Line: 3.6
% Not Listed: 9.7

1989 Revenue: $42,000,000
HH Inc.: $27,661
Retail $: 15.9 Bil
Pop per Station: 52,676
#1 Biller: WNCI-F $8,100,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WNCI-F	(CHR)	289/16.1	15.2	13.9	13.7	16.0	14.7	361/4207	3118/28.2	29.4	30.8		14.6	60	668	WNCI-F
2.	WTVN	(MOR)	183/10.2	9.2	9.7	7.1	7.0	9.1	216/2494	1978/17.9	17.2	16.3		6.5	127	1663	WTVN
3.	WSNY-F	(AC)	179/ 9.9	10.0	10.3	10.6	10.8	10.2	187/2629	2391/21.6	26.0	23.9		9.3	180	2255	WSNY-F
4.	WLVQ-F	(AOR)	128/ 7.1	7.6	5.8	7.3	9.6	6.9	148/2134	1765/16.0	17.4	19.4		9.6	186	2167	WLVQ-F
5.	WXGT-F	(CHR)	116/ 6.4	6.2	8.5	7.6	5.4	7.2	165/2662	1922/17.4	19.4	19.1		10.3	199	2374	WXGT-F
6.	WMGG-F	(CL AOR)	97/ 5.4	4.1	4.7	5.1	5.2	4.8	121/1560	1180/10.7	14.4	15.0		5.6	108	1236	WMGG-F
7.	WHOK-F	(C)	91/ 5.1	6.0	6.0	5.6	5.6	5.7	153/1739	1058/ 9.6	11.7	10.0		5.2	101	1219	WHOK-F
	WBNS-F	(EZ)	91/ 5.1	6.6	6.5	7.2	7.6	6.3	110/1694	1437/13.0	13.7	16.9		5.2	101	1037	WBNS-F
9.	WVKO	(B)	75/ 4.2	4.9	3.6	4.7	3.9	4.3	75/822	822/ 7.4	7.5	6.5		4.7	91	1294	WVKO
10.	WCOL	(BB)	47/ 2.6	2.1	2.3	2.8	1.9	2.4	47/779	771/ 7.0	5.3	5.9		2.3	44	596	WCOL
11.	WLW	(MOR)	43/ 2.4	1.2	1.5	2.6	2.0	1.9	84/1402	740/ 6.7	5.1	6.2		2.2	42	562	WLW
12.	WCLT-F	(C)	36/ 2.0	1.5	1.1	—	0.7	1.1	55/824	545/ 4.9	2.9	2.6		1.1	22	609	WCLT-F
13.	WCKX-F	(B)	35/ 1.9	1.9	1.1	1.6	1.0	1.6	35/496	496/ 4.5	4.7	3.6		2.8	55	621	WCKX-F
14.	WXMX-F	(AC)	32/ 1.8	1.7	1.6	1.8	—	1.7	32/732	732/ 6.6	5.3	0.0		1.3	26	556	WXMX-F
15.	WMNI	(C)	30/ 1.7	2.3	2.8	2.5	2.6	2.3	30/452	413/ 3.7	5.6	5.2		3.1	60	668	WMNI

12+ FM SHARE (METRO): 74.34% (1208 of 1625) (SPG 89: 76.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F>	1 WNCI-F<	1 WNCI-F	1 WTVN >	1 WNCI-F	1 WNCI-F	1 WNCI-F>	1 WNCI-F>	1 WTVN >
2 WXGT-F>>	2 WLVQ-F	2 WSNY-F	2 WSNY-F>	2 WSNY-F>	2 WSNY-F	2 WTVN >	2 WSNY-F>	2 WTVN	2 WTVN <	2 WSNY-F<
3	3 WSNY-F	3 WLVQ-F>	3 WLVQ-F<	3 WTVN >	3 WBNS-F	3 WSNY-F>	3 WTVN	3 WSNY-F	3 WXGT-F	3 WBNS <
4	4 WXGT-F	4 WMGG-F<	4 WTVN >	4 WLVQ-F	4 WNCI-F	4 WLVQ-F	4 WLVQ-F	4 WLVQ-F	4 WSNY-F	4 WVKO <
5	5 WMGG-F>	5 WXGT-F	5 WMGG-F	5 WHOK-F<	5 WHOK-F	5 WXGT-F	5 WBNS-F	5 WXGT-F	5 WLW <	5 WLVQ-F
6	6	6 WTVN	6 WXGT-F	6 WMGG-F	6	6 WHOK-F	6 WXGT-F	6 WMGG-F	6 WLVQ-F	6 WXGT-F<
7	7	7	7	7	7	7	7	7	7 WMGG-F	7 WMGG-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WNCI-F>>	1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WSNY-F
2 WXGT-F>	2 WSNY-F>	2 WSNY-F>>	2 WSNY-F>>	WNCI-F>>
3 WSNY-F	3 WXGT-F<	3 WLVQ-F	3 WXGT-F<	3 WTVN
WLVQ-F>	4 WLVQ-F>	4 WVKO	4 WLVQ-F	4 WHOK-F
5 WMGG-F	5 WVKO <	5 WXGT-F	5 WVKO	5 WVKO
6 WCKX-F	6 WMGG-F	WMGG-F>	6	6 WLVQ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNCI-F>	1 WNCI-F	1 WNCI-F	1 WNCI-F	1 WNCI-F<
2 WLVQ-F	2 WLVQ-F>	2 WLVQ-F>	2 WLVQ-F	2 WTVN
3 WMGG-F>	3 WMGG-F	3 WXGT-F	3 WSNY-F<	3 WSNY-F
4 WXGT-F>	4 WXGT-F>	4 WSNY-F	4 WMGG-F	4 WLVQ-F>
5 WSNY-F	5 WSNY-F	WMGG-F>>	5 WTVN	5 WMGG-F>
6	6	6	6 WXGT-F	6 WXGT-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		417 (3)	417 (3)	25.7	25.1
AOR/CLASSIC		225 (2)	225 (2)	13.8	17.0
AC/OLDIES/SOFT ROCK		264 (4)	264 (4)	16.2	16.1
MOR/VARIETY	248 (3)		248 (3)	15.3	11.5
COUNTRY	39 (2)	136 (3)	175 (5)	10.8	9.9
BLACK/URBAN	75 (1)	35 (1)	110 (2)	6.8	5.7
BEAUTIFUL/EASY		91 (1)	91 (1)	5.6	8.7
NEWS/TALK					
NOSTALGIA	47 (1)		47 (1)	2.9	2.2
RELIGION/GOSPEL	8 (1)	16 (1)	24 (2)	1.5	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		24 (1)	24 (1)	1.5	2.4
UNKNOWN/OTHERS					
	417 (8)	1208 (16)	1625 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBY-F	103.9	Westerville	1.3/5.0/ 25/ 581
WBNS	1460	Columbus	1.2/4.5/ 23/ 531
WHTH	790	Heath	0.5/0.9/ 10/ 106
WRFD	880	Columbus/Wrthgt	0.4/2.4/ 10/ 283
WSWZ-F	103.5	Lancaster	1.5/3.3/ 31/ 442
WTLT-F	107.1	Circleville/Clm	0.9/2.7/ 21/ 334
WXLE-F	103.1	Johnstown/Clmbs	1.4/6.1/ 32/ 797
WMRN-F	106.9	Marion	0.5/0.7/ 43/ 528
WQIO-F	93.7	Mt. Vernon	0.7/2.1/ 45/ 746

RADIO STATIONS

AM STATIONS

WBNS,	1460,	5 KW/1 KW (DA-N) ,	MOR	APR CBS,	$ 25.00	(Banner)	Columbus Dispatch	Tom Stewart
WCOL,	1230,	1 KW ,	Nostalgia	SMN CNN,	$ 30.00	(Christal)	Great Trails	Mark Hanson
WMNI,	920,	1 KW/500 W (DA-2),	Country	MBS NBC,	$ 31.00	(Torbet)		Mark Jividen
WRFD,	880,	9 KW (Days, DA) ,	Religion	CNN UNIULT,	$ 20.00	(——)	Salem	Bill Caridas
WTVN,	610,	5 KW (DA-N) ,	Full Service	ABC I,	$119.00	(Katz)	Great American	Perry Frey
WVKO,	1580,	1 KW/250 W (DA-2),	Black	SBN UNIPWR,	$ 34.00	(Mc-Guild)	Saga	Alan Fetch

FM STATIONS

WBBY,	103.9,	2.6 KW @ 356 ,	Jazz	NBC,	$ 32.00	(——)	(WESTERVILLE)	Jim Pidcock
WBNS,	97.1,	20 KW @ 780 ,	EZ	,	$ 68.00	(Banner)	Columbus Dispatch	Tom Stewart
WCKX,	106.3,	3 KW @ 328 ,	Black	NBN,	$ 25.00	(Roslin)	(LONDON)	Jack Harris
WHOK,	95.5,	50 KW @ 492 ,	Country	APR,	$ 46.00	(Christal)		Bill France
WLVQ,	96.3,	18 KW @ 753 ,	AOR	,	$133.00	(Katz)	Great American	Tom Thon
WMGG,	99.7,	20 KW @ 783 ,	Classic AOR	,	$ 64.00	(Torbet)		Mark Jividen
WNCI,	97.9,	175 KW @ 560 ,	CHR	APR,	$155.00	(MMR)	Nationwide	Dan Morris
WSNY,	94.7,	22 KW @ 753 ,	AC	,	$153.00	(Mc-Guild)	Saga	Alan Fetch
WXGT,	92.3,	22 KW @ 753 ,	CHR/AOR	RADRAD UNIPWR,	$ 70.00	(Christal)	Great Trails	Mark Hanson
WXLE,	103.1,	1.6 KW @ 445 ,	Oldies	ABC FM MBS,	$ 26.00	(Durpetti)	US Radio (JOHNSTOWN)	Chris Graves
WXMX,	98.9,	3 KW @ 328 ,	Soft AC	CNN UNISUP,	$ 24.00	(Republic)		Mary Mahaffey

FORMAT CODES

AC	- Adult Contemporary	J/NA	- Jazz and New Age
AOR	- Album Oriented Rock	M	- Middle of Road, (MOR) Full Service
B	- Black (audience predominately black - over 60%)	N	- News
BB	- Big Band, Nostalgia	O	- Oldies (1955 to near 1988)
C	- Country	R	- Religion, Christian
CHR	- Contemporary Hit Radio, Top 40, Contemporary	SAC	- Soft Adult Contemporary
CL	- Classical	SP	- Hispanic/Spanish
CL AOR	- Classic AOR, Classic Rock	T	- Talk
E	- Ethnic	U	- Urban (majority of audience is non-white)
EZ	- EZ Listening, Beautiful Music, Some Very soft AC		
G	- Gospel	?	- Others or Unknown

CORPUS CHRISTI

Arbitron Rank/Pop (12+): 126/285,000

MSA Rank/Pop: 133/359,900
ADI # 122
Average Person Ratings: 16.8
Market TSL: 22.50 hours

Stations: 17/17
Diaries: 713/400:1/47.0%
Sample Target: 680
% Below Line: 0.0
% Not Listed: 11.0

1989 Revenue: $8,000,000
HH Inc.: $24,641
Retail $: 2.3 Bil
Pop per Station: 16,764
#1 Biller: KOUL-F $1,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KZFM-F	(CHR)	80/16.7	13.9	13.0	14.5	15.1	——	129/1274	900/31.6	29.4	32.7	21.3	142	1263	KZFM-F
2. KOUL-F	(C)	56/11.7	14.3	12.8	14.9	16.9	——	96/919	642/22.5	28.0	26.9	13.9	93	872	KOUL-F
3. KRYS-AF	(C)	51/10.6	7.5	9.4	10.8	9.4	——	79/991	649/22.8	22.3	26.8	11.6	78	942	KRYS-AF
4. KUNO	(SP)	38/ 7.9	6.9	9.3	7.4	8.2	——	44/386	313/11.0	12.5	13.6	5.5	37	469	KUNO
5. KMXR-F	(AC)	36/ 7.5	5.2	5.3	4.5	1.9	——	47/596	464/16.3	15.3	15.3	5.1	34	527	KMXR-F
6. KNCN-F	(AOR)	33/ 6.9	8.8	8.6	9.3	10.5	——	52/686	504/17.7	20.1	16.2	9.6	64	705	KNCN-F
7. KLTG-F	(O)	23/ 4.8	7.1	3.1	6.5	3.9	——	30/449	345/12.1	15.6	14.7	3.4	23	431	KLTG-F
8. KCCT	(SP)	22/ 4.6	4.2	3.7	4.1	7.0	——	30/373	287/10.1	9.9	9.7	1.8	12	236	KCCT
9. KISQ-F	(CHR)	19/ 4.0	4.4	7.0	6.3	6.2	——	19/469	446/15.6	15.8	17.6	3.4	23	577	KISQ-F
10. KWVS-F	(AC)	13/ 2.7	2.3	2.7	——	——	——	19/248	180/ 6.3	5.1	6.2	2.1	14	181	KWVS-F
KMIQ-F	(SP)	13/ 2.7	2.3	——	——	——	——	15/236	205/ 7.2	6.3	0.0	3.6	24	335	KMIQ-F
KKHQ-F	(SP)	13/ 2.7	0.4	1.2	0.7	0.8	——	13/140	128/ 4.5	2.5	4.4	0.6	4	105	KKHQ-F
13. KEYS	(O)	9/ 1.9	2.3	5.6	3.5	5.8	——	11/209	176/ 6.2	6.3	11.5	2.1	14	293	KEYS
14. KSIX	(EZ)	7/ 1.5	1.9	2.3	2.6	1.4	——	12/228	173/ 6.1	4.9	6.7	1.3	9	106	KSIX
KDAE	(EZ)	7/ 1.5	2.5	2.7	2.0	2.3	——	10/138	102/ 3.6	5.1	4.6	1.2	8	95	KDAE
KCTA	(REL)	7/ 1.5	2.1	1.4	1.7	1.2	——	12/165	115/ 4.0	2.8	4.1	1.0	7	154	KCTA

12+ FM SHARE (METRO): 77.99% (333 of 427) (SPG 89: 69.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZFM-F	1 KZFM-F	1 KZFM-F	1 KOUL-F	1 KOUL-F>	1 KUNO	1 KZFM-F	1 KOUL-F	1 KZFM-F	1 KZFM-F>>	1 KNCN-F
2	2 KNCN-F	KOUL-F	2 KZFM-F	2 KZFM-F	2 KOUL-F	2 KOUL-F	2 KRYS-AF	2 KRYS-AF	2 KRYS-AF	2 KRYS-F
3	3 KOUL-F	3 KMXR-F	3 KMXR-F<	3 KRYS-AF	3 KRYS-AF>	3 KRYS-AF	3 KZFM-F<	3 KOUL-F	3 KOUL-F	KMXR-F
4	4 KRYS-AF<	4 KNCN-F<	4 KRYS-AF	4 KMXR-F	4 KCCT	4 KUNO	4 KUNO <	4 KNCN-F>	4 KISQ-F	KCCT
5	5 KMXR-F	5 KRYS-AF	5 KNCN-F	5 KNCN-F	5 KMXR-F	5 KMXR-F	5 KMXR-F	5 KUNO	5 KUNO	5
6	6	6	6	6 KUNO	6	6	6	6 KMXR-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZFM-F>>	I KZFM-F>	1 KZFM-F	1 KOUL-F<	1 KOUL-F>	1 KNCN-F	1 KNCN-F	1 KZFM-F	1 KNCN-F	1 KOUL-F
2 KOUL-F	2 KOUL-F	KOUL-F	2 KZFM-F>	2 KZFM-F	2 KMXR-F>	2 KZFM-F	KNCN-F	2 KZFM-F	2 KNCN-F
3 KMXR-F	3 KNCN-F	KNCN-F	3 KMXR-F	3 KMXR-F	3 KRYS-AF	3 KRYS-AF	3 KOUL-F	3 KOUL-F	3 KZFM-F
KLTG-F	4 KRYS-AF	4 KRYS-AF	4 KRYS-AF>	4 KRYS-AF	KZFM-F>	4 KOUL-F	4 KRYS-AF	4 KMXR-F<	KUNO
KKHQ-F	KMXR-F	5 KMXR-F	5 KNCN-F	5	5 KOUL-F	KMXR-F	5 KWVS-F>	5 KRYS-AF	5 KRYS-AF
KISQ-F>	6 KLTG-F	6 KLTG-F>	KLTG-F	6	KKHQ-F>	6	6 KMXR-F	6	6 KLTG-F
7	7	7 KISQ-F>	7	7	7 KLTG-F>>	7	KEYS >	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		99 (2)	99 (2)	23.2	22.5
AOR/CLASSIC		33 (1)	33 (1)	7.7	9.6
AC/OLDIES/SOFT ROCK	9 (1)	72 (3)	81 (4)	19.0	18.8
MOR/VARIETY					
COUNTRY	4 (1)	103 (2)	107 (3)	25.1	25.5
BLACK/URBAN					
BEAUTIFUL/EASY	14 (2)		14 (2)	3.3	5.7
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	7 (1)		7 (1)	1.6	1.5
SPANISH	60 (2)	26 (2)	86 (4)	20.1	15.9
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	94 (7)	333 (10)	427 (17)		

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS

KCCT, 1150, 1 KW/500 W (DA-2), HISPANIC	CRC	, $ 21.00	(Caballero)		Manuel Davila
KCTA, 1030, 50 KW (DAYS) , RELIGION		, $ 12.00	(——)		Bob Trask
KDAE, 1590, 1 KW/500 W (DA-2), EZ	UNISUP, UNIULT	, $ 13.00	(McGuild)	(SINTON)	Steve Dewalt
KEYS, 1440, 1 KW (DA-N) , OLDIES	CNN, UNISUP	, $ 15.00	(Banner)		Brice Taylor
KSIX, 1230, 1 KW , EZ	CBS, MBS	, $ 12.00	(——)		Vann Kennedy
KUNO, 1400, 1 KW , HISPANIC		, $ 29.00	(Katz Hisp.)		Luis Munoz
KISQ-F, 105.5, 2 KW @ 360, CHR	ABC C	, $ 19.00	(Christal)		Dan Donovan
KKHQ-F, 98.3, 3 KW @ 300, HISPANIC		, $ 17.00	(Lotus)	(ODEM)	Lyn Pointer
KLTG-F, 96.5, 97 KW @ 956, OLDIES	UNISUP	, $ 21.00	(McGuild)		Steve Dewalt
KMIQ-F, 105.1, 3 KW @ 300, HISPANIC		, $ 14.00	(——)	(ROBSTOWN)	
KMXR-F, 93.9, 100 KW @ 840, AC	NBC	, $ 24.00	(Christal)		DeAnn Davis
KNCN-F, 101.3, 100 KW @ 380, AOR		, $ 28.00	(Torbet)		R. Delaney
KOUL-F, 103.7, 100 KW @ 943, COUNTRY	APR	, $ 30.00	(Republic)		Don Hibbits
KRYS-F, 99.1, 100 KW @ 932, COUNTRY		, $ 16.00	(Durpetti)	(KINGSVILLE)	Gary Miracle
KZFM-F, 95.5, 100 KW @ 640, CHR		, $ 35.00	(Banner)		Brice Taylor

Miscellaneous Comments: KJKC-F changes to KISQ-F (March)...KLTS to OLDIES from AC...

DALLAS-FT. WORTH

Arbitron Rank/Pop (12+): 7/3,184,300

MSA Rank/Pop: 12/2,541,600 (Dallas)
ADI # 7 37/1,322,800 (Ft.Worth)
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 29/29
Diaries: 3070/1037:1/54.2%
Sample Target: 2200
% Below Line: 0.0
% Not Listed: 7.6

1989 Revenue: $129,700,000
HH Inc.: $30,967
Retail $: 28.0 Bil
Pop per Station: 109,803
#1 Biller: KVIL-AF $21,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KSCS-F	(C)	486/ 8.6	8.6	7.6	6.6	6.9	7.9	556/7037	6135/19.3	17.6	16.2	9.3	575	5137	KSCS-F
2. KPLX-F	(C)	419/ 7.4	5.6	6.1	5.5	7.3	6.2	476/5749	4914/15.4	15.4	16.6	6.9	423	4180	KPLX-F
3. KVIL-AF	(AC)	375/ 6.6	7.2	10.2	8.0	8.6	8.0	390/4469	4258/13.4	17.7	15.9	6.5	390	3943	KVIL-AF
4. WBAP	(C)	329/ 5.8	4.6	4.4	7.3	6.6	5.5	548/7511	4825/15.2	12.9	15.8	3.9	243	2894	WBAP
5. KKDA-F	(B)	324/ 5.7	6.3	5.4	5.6	5.9	5.8	364/4093	3604/11.3	10.9	12.4	7.0	431	4119	KKDA-F
6. KHYI-F	(CHR)	266/ 4.7	4.7	3.2	4.2	4.3	4.2	277/5596	5308/16.7	13.2	15.1	5.0	310	5278	KHYI-F
7. KJMZ-F	(B)	261/ 4.6	5.2	4.7	5.4	4.3	5.0	273/4456	4174/13.1	13.3	12.0	6.0	368	4807	KJMZ-F
8. KTXQ-F	(AOR)	247/ 4.4	4.3	3.4	3.8	3.6	4.0	279/4155	3608/11.3	10.6	11.4	5.9	363	3605	KTXQ-F
9. KRLD	(N/T)	237/ 4.2	4.5	6.3	5.3	4.3	5.1	273/5332	4373/13.7	21.8	14.2	3.8	233	3534	KRLD
10. KEGL-F	(CHR)	220/ 3.9	4.2	3.4	4.0	4.4	3.9	269/5066	4310/13.5	13.9	15.4	5.1	315	5157	KEGL-F
11. KZPS-F	(CL AOR)	201/ 3.6	3.0	2.6	2.9	2.7	3.0	229/3164	2814/ 8.8	8.5	8.8	3.7	230	2858	KZPS-F
12. KLUV-F	(O)	200/ 3.5	3.0	3.1	3.4	3.1	3.3	225/3967	3518/11.0	10.3	9.9	2.9	179	2540	KLUV-F
13. KMEZ-F	(EZ)	189/ 3.4	3.8	4.0	4.3	4.0	3.9	196/2238	2128/ 6.7	8.0	8.4	2.1	129	1870	KMEZ-F
14. KOAI-F	(J/NA)	174/ 3.1	2.9	3.3	3.4	3.3	3.2	179/2643	2538/ 8.0	9.3	8.9	3.9	237	2592	KOAI-F
15. KLTY-F	(REL)	137/ 2.4	3.3	2.9	3.5	2.8	3.0	160/2318	1861/ 5.8	6.1	7.1	3.4	212	2326	KLTY-F
16. WRR -F	(CL)	135/ 2.4	2.4	2.0	1.7	1.4	2.1	141/1965	1847/ 5.8	6.2	4.6	2.5	152	1965	WRR -F
17. KMGC-F	(AC)	133/ 2.4	1.8	2.6	2.8	2.3	2.4	139/2549	2395/ 7.5	7.3	7.8	1.9	115	1723	KMGC-F
18. KKDA	(B)	132/ 2.3	1.9	1.2	1.8	2.6	1.8	135/1419	1358/ 4.3	3.6	4.2	1.9	119	881	KKDA
19. KLIF	(T)	115/ 2.0	2.5	3.5	2.6	2.7	2.7	127/1992	1776/ 5.6	8.1	6.5	2.4	145	1781	KLIF
20. KHVN	(REL/G)	107/ 1.9	2.0	1.3	2.0	1.8	1.8	107/1289	1268/ 4.0	2.8	3.4	2.1	132	1302	KHVN
21. KAAM	(BB)	101/ 1.8	2.5	1.8	1.3	1.6	1.8	101/1381	1356/ 4.3	4.7	3.2	1.9	116	1133	KAAM
22. KQZY-F	(AC)	97/ 1.7	2.1	3.0	2.7	2.8	2.4	107/2112	1895/ 6.0	8.4	7.9	1.0	63	1232	KQZY-F
KDGE-F	(AOR)	97/ 1.7	1.3	1.4	1.1	1.4	1.4	99/1653	1550/ 4.9	4.0	3.0	1.6	96	1626	KDGE-F
24. KKWM-F	(SAC)	80/ 1.4	1.3	2.1	1.6	2.2	1.6	82/1902	1763/ 5.5	7.5	7.2	0.9	58	717	KKWM-F
25.															

12+ FM SHARE (METRO): 77.62% (4043 of 5209) (SPG 89: 76.05%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHYI-F>	1 KTXQ-F<	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 KSCS-F	1 WBAP <	1 KPLX-F
2 KJMZ-F	2 KKDA-F<	2 KPLX-F	2 KVIL-AF	2 KVIL-AF	2 WBAP <	2 KVIL-AF	2 KPLX-F	2 KPLX-F	2 KJMZ-F	2 KSCS-F<
3 KKDA-F	3 KSCS-F<	3 KVIL-AF	3 KPLX-F	3 KPLX-F	3 KVIL-AF	3 WBAP <	3 KVIL-AF>	3 KVIL-AF	3 KKDA-F<	3 KKDA-F
4 KEGL-F	4 KPLX-F	4 KKDA-F<	4 KLUV-F<	4 WBAP	4 KPLX-F	4 KPLX-F	4 WBAP	4 WBAP <	4 KHYI-F	4 WBAP
5	5 KJMZ-F<	5 KTXQ-F	5 WBAP <	5 KLUV-F	5 KRLD >	5 KRLD	5 KTXQ-F	5 KJMZ-F<	5 KSCS-F	5 KTXQ-F
6	6 KEGL-F	6 KJMZ-F<	6 KTXQ-F	6 KTXQ-F<	6 KMEZ-F	6 KKDA-F>	6 KMEZ-F	6 KKDA-F	6 KEGL-F	6 KRLD
7	7 KZPS-F	7 KZPS-F	7 KKDA-F<	7 KKDA-F	7 WRR -F	7 KTXQ-F	7 KKDA-F	7 KTXQ-F<	7 KPLX-F	7 KOAI-F
8	8	KLUV-F<	8 KZPS-F	8 KZPS-F	8	8	8	8 KZPS-F	8	8
9	9	9 WBAP <	9	9	9	9	9	9 KLUV-F	9	9
10	10	10 KEGL-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKDA-F<	1 KPLX-F	1 KSCS-F	1 KVIL-AF	1 KVIL-AF
2 KPLX-F<	KKDA-F	2 KVIL-AF	2 KPLX-F<	2 KSCS-F
3 KJMZ-F	3 KSCS-F	3 KPLX-F<	3 KSCS-F	3 KPLX-F
KEGL-F	4 KEGL-F	4 KKDA-F	4 KKDA-F>	4 KKDA-F<
5 KHYI-F>	5 KVIL-AF	5 KMGC-F	5 KLUV-F<	5 KLUV-F>
6 KDGE-F<	6 KHYI-F	6 KEGL-F	6 KEGL-F<	6 KHYI-F
7 KSCS-F<	7 KJMZ-F	7 KTXQ-F	7 KHYI-F	7 WBAP
8 KTXQ-F	8 KTXQ-F	KHYI-F	8	KMEZ-F<
9	9	9 KZPS-F	9	9 KLTY-F
10	10	10 KLUV-F	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTXQ-F	1 KTXQ-F>	1 KTXQ-F	1 KSCS-F<	1 KSCS-F
2 KKDA-F	2 KZPS-F<	2 KZPS-F	2 KTXQ-F	2 WBAP
3 KJMZ-F	3 KJMZ-F	3 KSCS-F	3 KPLX-F	3 KPLX-F
KEGL-F	KSCS-F	4 KJMZ-F	4 WBAP <	4 KTXQ-F
5 KHYI-F	5 KKDA-F	5 KPLX-F	5 KZPS-F	5 KZPS-F<
6 KSCS-F	6 KPLX-F	6 WBAP	6 KJMZ-F	6 KVIL-AF
KPLX-F<	7 KEGL-F	KKDA-F>	7 KKDA-F	7 KLUV-F
8 KZPS-F	8	8 KVIL-AF	8	8
9 KDGE-F>>	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		486 (2)	486 (2)	9.3	9.3
AOR/CLASSIC		545 (3)	545 (3)	10.5	7.7
AC/OLDIES/SOFT ROCK	6 (1)	879 (5)	885 (6)	17.0	21.3
MOR/VARIETY					
COUNTRY	329 (1)	905 (2)	1234 (3)	23.7	22.1
BLACK/URBAN	132 (1)	585 (2)	717 (3)	13.8	13.7
BEAUTIFUL/EASY		189 (1)	189 (1)	3.6	4.5
NEWS/TALK	352 (2)		352 (2)	6.8	7.5
NOSTALGIA	101 (1)		101 (1)	1.9	2.3
RELIGION/GOSPEL	152 (2)	137 (1)	289 (3)	5.5	4.9
SPANISH	94 (2)	8 (1)	102 (3)	2.0	1.4
CLASSICAL		135 (1)	135 (1)	2.6	1.5
JAZZ/NEW AGE		174 (1)	174 (1)	3.3	3.5
UNKNOWN/OTHERS					0.3
	1166 (10)	4043 (19)	5209 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KESS	1270	Ft.Worth/Dallas	0.8/2.1/ 45/ 661
KFJZ	870	Ft. Worth/Dalls	0.8/1.2/ 46/ 390

RADIO STATIONS

AM STATIONS

KAAM,	1310,	5 KW (DA-N)	,	Nostalgia	SMN UNISUP,	$ 45.00	(Durpetti)	Bonneville	Tom Glade
KESS,	1270,	5 KW (DA-1)	,	Hispanic	,	$ 48.00	(Katz Hisp.)		Bradley Gordon
KFJZ,	870,	500 W (DAYS)	,	Hispanic	,	$ 31.00	(---)		Jose Vasquez
KHVN,	970,	1 KW/270 W	,	Gospel	ABC FM UNIULT,	$ 35.00	(---)		
KKDA,	730,	500 W	,	Black	APR,	$ NA	(Katz)		Chuck Smith
KLIF,	570,	5 KW, (DA-2)	,	Talk	NBC,	$ 76.00	(Eastman)	Susquehanna	Dan Halyburton
KNRB,	1360,	5 KW/1 KW (DA-2)	,	Religion	,	$ 25.00	(---)	Marsh	Andy Willoughby
KRLD,	1080,	50 KW (DA-N)	,	News	CBS MBS,	$205.00	(CBS)	Command	Michael Ewing
KSKY,	660,	10 KW/500 W(DA-N)	,	Religion	,	$ 30.00	(---)	Bdcst Partners	Bill Simmons
WBAP,	820,	50 KW	,	Country Full Service	ABC I,	$190.00	(Banner)	Cap Cities/ABC	John Hare

FM STATIONS

KHYI,	94.9,	33 KW @ 1510	,	CHR	,	$115.00	(MMR)	Evergreen	John Marlin
KEGL,	97.1,	100 KW @ 1460	,	CHR	,	$146.00	(Torbet)	Sandusky	Ed Wodka
KJMZ,	100.3,	89 KW @ 1280	,	Black	UNISUP UNIPWR,	$100.00	(Mc-Guild)	Summit	
KKDA,	104.5,	100 KW @ 1590	,	Black	APR,	$159.00	(Katz)		
KKWM,	97.9,	100 KW @ 1680	,	Soft AC	SOURCE,	$ 85.00	(Republic)	Anchor	Denny Rossman
KLTY,	94.1,	100 KW @ 1590	,	Religion	ABC FM UNIULT,	$ 70.00	(K & P)		Mark Rodriguez
KLUV,	98.7,	100 KW @ 1590	,	Oldies	,	$118.00	(MMR)	TK	Bill Hazen
KMEZ,	107.5,	25 KW @ 1657	,	EZ	UNISUP UNIULT,	$100.00	(Mc-Guild)	Gilmore	Chuck Smith
KMGC,	102.9,	100 KW @ 1348	,	Soft AC	,	$103.00	(Christal)	Shamrock	Ross Reagan
KOAI,	106.1,	100 KW @ 1590	,	Jazz/NAC	,	$ 98.00	(HNWH)	Gannett	Brenda Adriance
KPLX,	99.5,	100 KW @ 1680	,	Country	APR,	$230.00	(Eastman)	Susquehanna	Dan Halyburton
KQZY,	105.3,	100 KW @ 1560	,	Soft AC	,	$104.00	(Group W)	Westinghouse	Jenny Rhoades
KSCS,	96.3,	100 KW @ 1680	,	Country	,	$190.00	(Banner)	Cap Cities/ABC	Victor Sansone
KTXQ,	102.1,	100 KW @ 1320	,	AOR	RADRAD,	$145.00	(CBS)	CBS	Clint Culp
KVIL,	103.7,	100 KW @ 1570	,	AC	,	$350.00	(Torbet)	Infinity	Jerry Bobo
KZPS,	92.5,	98 KW @ 1590	,	Classic AOR	,	$100.00	(Durpetti)	Bonneville	Tom Glade
WRR ,	101.1,	100 KW @ 1348	,	Classical	APR,	$ 70.00	(CMBS)	City of Dallas	Maurice Loewenthal
KDGE,	94.5,	100 KW @ 1896	,	AOR	,	$ 50.00	(K & P)	(GAINESVILLE)	Steve Allison

Miscellaneous Comments: KKWM sold by Anchor to Susquehanna for $4,200,000...
KMGC-F sold by Shamrock to Alliance for $17,500,000 (Blackburn)...

DAVENPORT-RI-MOLINE

Arbitron Rank/Pop (12+): 120/299,200

MSA Rank/Pop: 131/361,400
ADI # 78
Average Person Ratings: 16.6
Market TSL: 22.00 hours

Stations: 17/15
Diaries: 780/384:1/56.2%
Sample Target: 720
% Below Line: 2.4
% Not Listed: 14.5

1989 Revenue: $9,300,000
HH Inc.: $31,040
Retail $: 2.5 Bil
Pop per Station: 19,946
#1 Biller: WLLR-F $2,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WLLR-AF	(C)	80/16.1	18.8	15.2	17.6	18.1	----	136/1525	862/28.8	24.1	21.6		18.3	75	750	WLLR-AF
2. WPXR-F	(CHR)	70/14.1	17.1	16.4	16.9	14.5	----	148/1902	894/29.9	33.7	34.7		20.0	92	1060	WPXR-F
3. WXLP-F	(AOR)	52/10.4	14.4	11.1	13.2	16.1	----	126/1457	703/23.5	25.5	22.8		22.4	103	853	WXLP-F
4. KUUL-F	(O)	51/10.2	9.4	10.7	6.6	6.6	----	122/1574	746/24.9	21.9	21.4		11.5	53	652	KUUL-F
5. WOC	(N/T)	45/ 9.0	9.2	10.0	6.2	8.2	----	51/586	491/16.4	19.9	19.9		5.9	27	377	WOC
6. KRVR-F	(EZ)	37/ 7.4	6.7	8.5	9.3	9.8	----	42/634	501/16.7	14.0	19.0		5.2	24	363	KRVR-F
7. KMJC-F	(AC)	23/ 4.6	5.0	7.3	5.2	6.2	----	32/520	290/ 9.7	12.4	14.6		3.5	16	289	KMJC-F
8. KFMH-F	(AOR)	21/ 4.2	1.3	2.1	1.2	2.2	----	27/350	220/ 7.4	3.7	6.1		1.5	7	157	KFMH-F
9. WKBF	(C)	17/ 3.4	3.5	3.6	5.4	5.2	----	22/351	250/ 8.4	9.7	8.7		0.9	4	120	WKBF
10. WKEI	(BB)	9/ 1.8	0.4	0.8	2.3	1.0	----	19/158	106/ 3.5	1.8	2.0		0.9	4	101	WKEI

12+ FM SHARE (METRO): 79.34% (338 of 426) (SPG 89: 78.32%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXR-F>>	1 WPXR-F<	1 WLLR-AF	1 KUUL-F	1 WLLR-AF	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF>	1 WLLR-AF<	1 WPXR-F	1 WOC
2 WXLP-F>>	2 WXLP-F>	WPXR-F	2 WLLR-AF	2 KUUL-F>	2 WOC	2 WPXR-F	2 WPXR-F	2 WPXR-F>	2 WXLP-F	2 WKEI >
3	3 WLLR-AF	3 KUUL-F	3 WPXR-F	3 WPXR-F	3 KRVR-F	3 KUUL-F<	3 WXLP-F	3 WXLP-F	3 WLLR-AF>	3 WLLR-F>
4	KUUL-F>	4 WXLP-F>>	4 WXLP-F	4 WXLP-F	4 KUUL-F>	4 WOC	WOC	4 KUUL-F>	4 KUUL-F<	4 WXLP-F
5	5 KFMH-F	5 KRVR-F	5 KRVR-F	5 KRVR-F	5 WKBF	5 WXLP-F	KUUL-F	5 WOC	5 WOC	5 WPXR-F
6	6	KFMH-F<	6	6	6	6 KRVR-F	6	6 KRVR-F	6	KUUL-F
		7 KMJC-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXR-F>>	1 WPXR-F>>	1 WPXR-F>>	1 WPXR-F>	1 WLLR-AF	1 WXLP-F>>	1 WXLP-F>>	1 WXLP-F	1 WXLP-F	1 KUUL-F
2 WLLR-AF	2 WLLR-AF	2 KUUL-F>	2 WLLR-AF>	2 WPXR-F	2 WPXR-F	2 KUUL-F	2 KUUL-F>	2 KUUL-F	2 WLLR-AF
WXLP-F>	3 WXLP-F	3 WLLR-AF	3 KUUL-F	3 KUUL-F	3 KFMH-F	3 WLLR-AF	3 WLLR-AF	3 WLLR-AF>	3 WXLP-F>
4 KMJC-F>	4 KUUL-F	4 WXLP-F	4 KRVR-F	4 KRVR-F>	4 WLLR-AF >	KFMH-F	4 KFMH-F>	4 WPXR-F	4 WPXR-F
5 KFMH-F>>	5 KMJC-F	KMJC-F	5 KMJC-F	5 KMJC-F	5	5 WPXR-F	5 WPXR-F	5 KFMH-F	KFMH-F
6	6	6	6 WXLP-F	6	6	6	6 >	6	6 KRVR-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		70 (1)	70 (1)	16.4	18.3
AOR/CLASSIC	1 (1)	73 (2)	74 (3)	17.4	14.7
AC/OLDIES/SOFT ROCK		74 (2)	74 (2)	17.4	23.6
MOR/VARIETY	5 (1)		5 (1)	1.2	1.5
COUNTRY	21 (3)	78 (2)	99 (5)	23.2	18.1
BLACK/URBAN					
BEAUTIFUL/EASY		37 (1)	37 (1)	8.7	9.5
NEWS/TALK	52 (2)		52 (2)	12.2	12.6
NOSTALGIA	9 (1)		9 (1)	2.1	
RELIGION/GOSPEL		6 (1)	6 (1)	1.4	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	88 (8)	338 (9)	426 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGLR-F	93.5	Bettendorf	1.2/2.7/ 6/ 98
KSTT	1170	Davenport	0.2/2.1/ 1/ 62
WGN	720	Chicago	1.4/4.8/ 25/ 520
WMT	600	Cedar Rapids	1.0/5.1/ 18/ 326

RADIO STATIONS

WKBF ,	1270,	5 KW (DA-N)	, Country	CBS,	$ 18.00	(Mc-Guild)		Mike Hannan
WOC ,	1420,	5 KW (DA-2)	, News/Talk	ABC T,	$ 30.00	(Christal)		Vickie Palmer
KFMH-F,	99.7,	50 KW @ 470	, AOR	,	$ 15.00	(——)	(MUSCATINE)	John Flambo
KMJC-F,	96.1,	100 KW @ 981	, AC	UNIPWR,	$ 21.00	(Eastman)	Arrow (CLINTON)	Karl Hess
KRVR-F,	106.5,	60 KW @ 210	, EZ	,	$ 22.00	(Banner)	Comm. Service	Jim Gregori
WXLP-F,	96.9,	50 KW @ 500	, AOR	UNIPWR,	$ 37.00	(Katz)	Goodrich	Jeff Scarpelli
KUUL-F,	103.7,	100 KW @ 1190	, Oldies	UNIULT,	$ 31.00	(Christal)		Jim O'Hara
WLLR-F,	101.3,	50 KW @ 500	, Country	,	$ 50.00	(HNWH)	Sconnix	Larry Rosmilso
WPXR-F,	98.9,	39 KW @ 900	, CHR	ABC R,	$ 35.00	(Mc-Guild)	Roth	Mike Hannan

Misc: WMRZ-AM changes to WLLR and format from Oldies to Country and now simulcasts with WLLR-F . . .KQBC sold for $200,000

DAYTON

Arbitron Rank/Pop (12+): 48/807,400

MSA Rank/Pop: 55/947,500
ADI # 52
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 25/19
Diaries: 1219/662:1/57.7%
Sample Target: 1120
% Below Line: 9.9
% Not Listed: 15.0

1989 Revenue: $21,500,000
HH Inc.: $28,229
Retail $: 6.5 Bil
Pop per Station: 42,494
#1 Biller: WTUE-F $3,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WGTZ-F	(CHR)	136/10.9	10.2	9.7	9.5	7.3	10.1	198/2985	2026/25.1	24.0	0.4	14.0	181	2237	WGTZ-F
2. WHKO-F	(C)	101/ 8.1	10.6	8.5	8.5	8.4	8.9	168/2254	1363/16.9	17.5	7.4	7.4	96	940	WHKO-F
3. WTUE-F	(AOR)	91/ 7.3	9.7	8.3	10.1	9.2	8.9	128/1959	1435/17.8	20.0	18.9	10.9	141	1710	WTUE-F
4. WWSN-F	(AC)	83/ 6.6	5.9	6.5	7.8	6.5	6.7	93/1498	1243/15.4	14.3	14.5	5.6	72	1099	WWSN-F
5. WHIO	(MOR)	81/ 6.5	7.0	8.9	7.1	8.8	7.4	85/1455	1291/16.0	17.8	19.9	7.4	83	1172	WHIO
6. WLW	(MOR)	74/ 5.9	3.4	3.9	5.0	4.9	4.6	173/2830	1075/13.3	10.4	12.4	3.5	45	726	WLW
7. WYMJ-F	(AC)	72/ 5.8	5.8	3.4	3.8	2.9	4.7	75/1037	984/12.2	12.0	9.4	4.3	55	667	WYMJ-F
WAZU-F	(AOR)	72/ 5.8	6.2	5.7	7.8	7.3	6.4	111/1509	1006/12.5	13.1	14.4	8.2	106	1203	WAZU-F
9. WVUD-F	(SAC)	57/ 4.6	6.2	5.8	5.3	6.1	5.5	67/856	741/ 9.2	12.0	14.2	4.0	51	672	WVUD-F
10. WDAO	(B)	54/ 4.3	3.8	2.8	2.5	1.9	3.3	55/587	579/ 7.2	5.9	4.2	5.3	69	593	WDAO
11. WONE	(C)	52/ 4.2	4.3	5.4	3.3	4.7	4.3	60/775	589/ 7.3	10.0	10.3	2.9	37	489	WONE
12. WCLR-F	(EZ)	37/ 3.0	3.0	4.0	3.0	2.7	3.3	51/761	547/ 6.8	7.2	5.4	0.6	8	170	WCLR-F

12+ FM SHARE (METRO): 70.08% (745 of 1063) (SPG 89: 73.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGTZ-F>>	1 WGTZ-F<	1 WGTZ-F	1 WGTZ-F<	1 WGTZ-F	1 WHKO-F<	1 WGTZ-F<	1 WHKO-F	1 WGTZ-F>	1 WLW	1 WHIO >>
2 WDAO	2 WTUE-F	2 WTUE-F	2 WWSN-F	2 WWSN-F	2 WHIO >	2 WHIO	2 WGTZ-F	2 WHKO-F	2 WGTZ-F>	2 WAZU-F<
3 WAZU-F	3 WAZU-F	3 WWSN-F	3 WTUE-F<	3 WHKO-F	3 WLW	3 WHKO-F	3 WWSN-F	3 WTUE-F	3 WHIO <	3 WTUE-F>
4	4 WWSN-F	4 WYMJ-F	4 WYMJ-F<	4 WYMJ-F	4 WONE <	4 WTUE-F<	WTUE-F	4 WWSN-F	4 WAZU-F	4 WGTZ-F
5	5	5 WHKO-F<	5 WHKO-F	WTUE-F	5 WYMJ-F	5 WWSN-F	5 WVUD-F	5 WAZU-F<	5 WTUE-F	5 WWSN-F
6	6	6 WAZU-F	6 WLW	6 WLW	6 WVUD-F	6 WYMJ-F<	6 WLW	6 WLW	6 WHKO-F	WONE
7	7	7	7 WVUD-F	WVUD-F	7 WWSN-F	7 WONE	WAZU-F<	7	7	WCLR-F
8	8	8	8	8	8	8	8 WYMJ-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGTZ-F>	1 WGTZ-F	1 WWSN-F	1 WGTZ-F	1 WWSN-F	1 WAZU-F>>	1 WTUE-F	1 WTUE-F>	1 WTUE-F	1 WTUE-F
2 WTUE-F>	2 WWSN-F>	2 WGTZ-F>	2 WWSN-F>	2 WGTZ-F<	2 WTUE-F	2 WAZU-F>	2 WGTZ-F	2 WAZU-F	2 WLW
3 WAZU-F>	3 WTUE-F>	3 WDAO	3 WYMJ-F	3 WYMJ-F	3 WGTZ-F>>	3 WGTZ-F	3 WLW >	3 WGTZ-F	3 WGTZ-F
4 WWSN-F	4 WDAO	4 WVUD-F	4 WHKO-F	4 WHKO-F	4 WWSN-F>	4	4 WAZU-F>>	4 WLW	4 WHKO-F>
5 WYMJ-F	5 WYMJ-F	WTUE-F	5 WTUE-F	5 WVUD-F	5 WOFX-F	5	5 WYMJ-F	5 WHKO-F	5 WYMJ-F
WHKO-F>	WHKO-F	6 WYMJ-F	6 WDAO <	6	WYMJ-F	6	WWSN-F	6 WYMJ-F	6 WWSN-F<
7 WDAO >	7 WVUD-F	WHKO-F>>	7 WVUD-F	7	WPFB-F>>	7	WPFB-F	WWSN-F	7 WVUD-F
8	WAZU-F	8	8	8	8	8	WHKO-F	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		136 (1)	136 (1)	12.8	11.8
AOR/CLASSIC		163 (2)	163 (2)	15.3	19.1
AC/OLDIES/SOFT ROCK	22 (1)	240 (6)	262 (7)	24.6	18.6
MOR/VARIETY	167 (3)		167 (3)	15.7	15.9
COUNTRY	52 (1)	144 (4)	196 (5)	18.4	18.8
BLACK/URBAN	54 (1)		54 (1)	5.1	8.7
BEAUTIFUL/EASY		52 (3)	52 (3)	4.9	5.3
NEWS/TALK					
NOSTALGIA	23 (2)		23 (2)	2.2	
RELIGION/GOSPEL		10 (1)	10 (1)	0.9	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	318 (8)	745 (17)	1063 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDJK-F	95.3	Xenia	0.5/0.9/ 6/ 76
WFCJ-F	93.7	Miamisburg/Datn	0.8/3.6/ 22/ 471
WING	1410	Dayton	1.8/5.5/ 31/ 541
WIZE	1340	Springfield	1.0/3.0/ 12/ 240
WKSW-F	101.7	Urbana/Spngfld.	0.8/1.2/ 31/ 319
WPFB	910	Middletown	1.3/2.5/ 23/ 300
WPFB-F	105.9	Middletown	1.6/3.4/ 46/ 615
WPTW	1570	Piqua	0.6/1.2/ 8/ 124
WBNS-F	97.1	Columbus	0.7/1.[illegible]/ 12/ 142
WBVE-F	96.5	Hamilton	1.0/2.8/ 54/ 811
WGRR-F	103.5	Hamilton/Cinci	0.5/1.4/ 42/ 602
WOFX-F	94.9	Fairfield	1.3/3.8/ 49/ 941
WWEZ-F	92.5	Cincinnati	0.5/1.8/ 44/ 579

RADIO STATIONS

WDAO,	1210,	1 KW (Days)	,	Black	SBN, $ 25.00	(Eastman)		Jim Johnson
WHIO,	1290,	5 KW (DA-N)	,	Full Service	CBS, $ 70.00	(Durpetti)	Cox	Sam Yacovazzi
WING,	1410,	5 KW (DA-N)	,	Oldies	NBC, $ 30.00	(Katz)	Great Empire	Dave Leonard
WONE,	980,	5 KW (DA-N)	,	Country	ABC I, $ 43.00	(Mc-Guild)	Summit	Don Schwartz
WAZU-F,	102.9,	50 KW @ 492	,	AOR	ABC FM, $ 44.00	(Christal)	Osborn (SPRINGFIELD)	Pat Roslello
WCLR-F,	95.7,	50 KW @ 476	,	EZ	, $ 22.00	(Regional)	(PIQUA)	Joanna Hill
WFCJ-F,	93.7,	50 KW @ 492	,	Religion	, $ 15.00	(—)	(MIAMISBURG)	Clair Miller
WGTZ-F,	92.9,	40 KW @ 551	,	CHR	UNIPWR, $ 68.00	(Katz)	Great Trails	Dave Leonard
WHKO-F,	99.1,	50 KW @ 1060	,	Country	, $ 71.00	(Durpetti)	Cox	Sam Yacovazzi
WPFB-F,	105.9,	34 KW @ 593	,	Country	, $ 20.00	(Roslin)	(MIDDLETOWN)	Doug Braden
WTUE-F,	104.7,	50 KW @ 500	,	AOR	, $ 77.00	(Mc-Guild)	Summit	Don Schwartz
WVUD-F,	99.9,	50 KW @ 500	,	Soft AC	ABC E, $ 40.00	(Republic)	Univ. of Dayton	Mike McGough
WWSN-F,	107.7,	50 KW @ 420	,	AC	, $ 70.00	(Eastman)	Stoner	Bruce Dodge
WYMJ-F,	103.9,	1.2 KW @ 522	,	Oldies	, $ 37.00	(Republic)		Alan Grey

DAYTONA BEACH

Arbitron Rank/Pop (12+): 116/311,400	Stations: 19/8	1989 Revenue: NA
	Diaries: 722/431:1/48.4%	HH Inc.: NA
MSA Rank/Pop: 138/349/700	Sample Target: 700	Retail $: 2.5 Bil
Orlando ADI	% Below Line: 50.7	Pop per Station: 38,925
Average Person Ratings: 16.0	% Not Listed: 11.2	#1 Biller: NA
Market TSL: 22.00 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WWLV-F	(EZ)	63/12.6	17.9	13.6	13.9	12.0	——	101/1141	652/20.9	25.6	20.4					WWLV-F
2. WWKA-F	(C)	54/10.8	6.4	9.9	11.2	11.2	——	87/1137	590/18.9	16.2	16.9					WWKA-F
3. WOCL-F	(O)	37/ 7.4	8.0	7.4	7.4	8.3	——	113/1044	495/15.9	16.7	13.7					WOCL-F
4. WHTQ-F	(AOR)	36/ 7.2	8.2	6.0	2.7	4.1	——	58/684	432/13.9	14.4	11.3					WHTQ-F
WGNE-F	(C)	36/ 7.2	2.9	1.0	——	——	——	36/439	439/14.1	7.0	4.0					WGNE-F
6. WROD	(BB)	32/ 6.4	6.3	3.9	7.0	3.5	——	32/346	346/11.1	12.0	9.2					WROD
7. WJHM-F	(B)	30/ 6.0	6.8	10.1	9.1	8.7	——	52/676	417/13.4	14.3	14.0					WJHM-F
8. WJYO-F	(SAC)	26/ 5.2	5.2	5.1	5.3	6.7	——	59/755	351/11.3	11.1	12.3					WJYO-F
WPUL	(B)	26/ 5.2	1.4	1.4	0.4	0.6	——	26/93	93/ 3.0	3.3	3.8					WPUL
10. WDIZ-F	(AOR)	25/ 5.0	4.6	4.3	5.7	6.9	——	33/489	381/12.2	11.0	11.8					WDIZ-F
11. WOMX-F	(CHR)	17/ 3.4	3.0	5.7	6.6	5.1	——	25/491	326/10.5	13.7	15.9					WOMX-F
12. WNDB	(T)	16/ 3.2	3.2	4.1	4.2	3.1	——	16/224	224/ 7.2	7.4	7.0					WNDB
13.																
14.																
15.																

12+ FM SHARE (METRO): 80.81% (358 of 443) (SPG 89: 84.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F>>	1 WHTQ-F	1 WHTQ-F	1 WOCL-F>	1 WOCL-F>	1 WWLV-F>	1 WWKA-F<	1 WWLV-F	1 WWLV-F	1 WWLV-F	1 WNDB >>
2 WOMX-F	2 WDIZ-F	2 WOCL-F	2 WGNE-F<	2 WWKA-F	2 WWKA-F	2 WWLV-F>	2 WWKA-F>	2 WWKA-F	2 WHTQ-F	2 WWLV-F
3 WHTQ-F>	3 WJHM-F	3 WDIZ-F	3 WJYO-F	WJYO-F	3 WROD >	3 WGNE-F	3 WOCL-F	3 WOCL-F<	3 WJHM-F	3 WHTQ-F<
4	4 WOCL-F	WGNE-F	4 WHTQ-F	WGNE-F	4 WGNE-F<	4 WROD	4 WROD	4 WGNE-F	4 WPUL >	4 WDIZ-F
5	WGNE-F	5 WWKA-F	WDIZ-F	5	5 WOCL-F	5	5 WJYO-F	5 WHTQ-F	5 WOCL-F	5
6	6 WWKA-F	WJYO-F	6 WPUL	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJHM-F	1 WJHM-F>	1 WJHM-F	1 WJYO-F	1 WJYO-F	1 WHTQ-F>	1 WHTQ-F	1 WOCL-F	1 WDIZ-F	1 WOCL-F>
WHTQ-F	2 WHTQ-F	2 WJYO-F>	2 WWKA-F	WPUL	2 WDIZ-F>>	WDIZ-F>	2 WDIZ-F>	2 WOCL-F	2 WDIZ-F
3 WWKA-F	3 WWKA-F	3 WWKA-F	WJHM-F	3 WWKA-F	3 WWKA-F	3 WOCL-F	3 WHTQ-F	WHTQ-F	3 WGNE-F>
WOMX-F	WOMX-F	WSTF-F	WPUL	4 WOCL-F	WPUL	4 WGNE-F	WGNE-F>	4 WGNE-F	4 WHTQ-F
5	5 WJYO-F	WOMX-F	5 WHTQ-F	WWLV-F	WGNE-F>>	5	5 WJHM-F>>	5	5 WWKA-F
6	6	WOCL-F	6	6	6	6	6	6	6
		WHTQ-F							

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		26 (2)	26 (2)	5.9	9.8
AOR/CLASSIC		61 (2)	61 (2)	13.8	11.8
AC/OLDIES/SOFT ROCK		74 (3)	74 (3)	16.7	18.4
MOR/VARIETY	3 (1)		3 (1)	0.7	2.0
COUNTRY		90 (2)	90 (2)	20.3	12.9
BLACK/URBAN	26 (1)	30 (1)	56 (2)	12.6	11.5
BEAUTIFUL/EASY	5 (1)	75 (2)	80 (3)	18.1	19.7
NEWS/TALK	16 (1)		16 (1)	3.6	5.5
NOSTALGIA	35 (2)		35 (2)	7.9	4.9
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.5	0.9
UNKNOWN/OTHERS					2.2
	85 (6)	358 (13)	443 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WNFI-F	99.9	Palatka	1.8/7.9/ 19/ 427
WSBB	1230	New Smyra Bch	1.0/3.1/ 5/ 95
WXVQ	1490	DeLand	0.6/1.6/ 3/ 51
WDBO	580	Orlando	0.6/1.5/ 10/ 141
WLOQ-F	103.1	Winter Pk/Orlnd	0.4/1.5/ 4/ 75
WSSP-F	104.1	Cocoa Beach	2.4/8.9/ 34/ 591
WSTF-F	101.1	Cocoa Beach	2.2/9.8/ 23/ 486

RADIO STATIONS

WNDB ,	1150,	1 KW (DA-N)	,	Talk	CBS ABC T, $20.00	(Eastman)	Root	Jim Underwood
WPUL ,	1590,	1 KW (DAYS)	,	Black	SMN SBN, $15.00	(——)		Charles Cherry
WROD ,	1340,	1 KW	,	Nostalgia	ABC I UNIULT, $22.00	(K & P)		Anthony Welch
WNFI-F,	99.9,	100 KW @ 1249	,	CHR	ABC C UNISUP, $56.00	(Katz)	(PALATKA)	Jim Davis
WWLV-F,	94.5,	100 KW @ 1470	,	EZ/Btfl	, $30.00	(Eastman)	Root	Jim Underwood

Other ranked stations — See Orlando or Melbourne

DENVER

Arbitron Rank/Pop (12+): 24/1,599,500

MSA Rank/Pop: 27/1,662,400
ADI # 19
Average Person Ratings: 17.2
Market TSL: 22.25 hours

Stations: 31/31
Diaries: 1614/991:1/56.2%
Sample Target: 1560
% Below Line: 0.0
% Not Listed: 10.2

1989 Revenue: $67,000,000
HH Inc.: $32,533
Retail $: 14.5 Bil
Pop per Station: 51,596
#1 Biller: KOA $10,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KYGO-F	(C)	218/ 7.9	6.0	5.8	6.3	6.5	6.5	289/3387	2598/16.2	12.9	13.2		8.9	262	2479	KYGO-F
2. KXKL-AF	(O)	186/ 6.7	5.5	6.3	7.6	7.6	6.5	226/3623	2900/18.1	17.8	19.4		7.3	215	2992	KXKL-AF
3. KRXY-AF	(CHR)	182/ 6.7	7.0	7.5	7.5	7.0	7.2	204/3424	3120/19.5	21.5	18.3		9.9	293	3307	KRXY-AF
4. KBPI-F	(AOR)	174/ 6.3	4.6	3.8	4.0	3.5	4.7	203/2683	2127/13.3	13.5	14.0		6.1	180	2164	KBPI-F
5. KOA	(N/T)	169/ 6.2	7.8	8.4	6.1	6.2	7.1	241/4298	3112/19.5	26.6	19.0		6.0	176	2628	KOA
6. KOSI-F	(EZ)	168/ 6.1	6.5	7.1	5.8	6.3	6.4	204/3087	2504/15.7	14.5	14.3		4.1	121	1717	KOSI-F
7. KBCO-AF	(AOR)	167/ 6.1	6.2	7.3	6.9	8.2	6.6	176/2540	2289/14.3	14.5	15.3		7.8	231	2585	KBCO-AF
8. KQKS-F	(CHR)	165/ 6.0	5.8	5.3	5.1	4.9	5.6	197/3285	2703/16.9	14.7	15.0		6.2	184	2843	KQKS-F
9. KSYY-F	(AC)	114/ 4.2	4.3	4.0	4.0	2.7	4.1	129/2128	1771/11.1	11.8	8.8		2.6	76	1026	KSYY-F
10. KXLT-F	(AC)	113/ 4.1	4.1	5.0	5.3	4.2	4.6	126/2021	1800/11.3	11.7	12.3		6.9	204	2740	KXLT-F
11. KAZY-F	(AOR)	102/ 3.7	4.2	4.7	5.4	6.3	4.5	125/2302	1913/12.0	13.9	14.4		3.8	111	2003	KAZY-F
12. KEZW	(BB)	98/ 3.6	2.6	2.5	2.1	2.4	2.7	101/1062	1008/ 6.3	5.2	4.9		3.0	87	650	KEZW
13. KRFX-F	(CL AOR)	92/ 3.4	4.0	3.7	4.0	4.0	3.8	106/2173	1832/11.5	10.9	12.8		5.1	149	2113	KRFX-F
14. KVOD-F	(CL)	78/ 2.8	3.3	2.6	3.2	3.3	3.0	81/1244	1146/ 7.2	7.2	8.5		2.0	60	847	KVOD-F
15. KHIH-F	(J/NA)	66/ 2.4	2.5	2.3	2.6	2.8	2.5	67/1037	991/ 6.2	7.6	7.1		3.4	99	1083	KHIH-F
16. KHOW	(T)	63/ 2.3	4.2	2.9	3.4	3.2	3.2	88/1402	947/ 5.9	9.5	7.3		2.8	83	886	KHOW
17. KYBG	(T)	52/ 1.9	1.8	2.1	1.4	0.5	1.8	54/842	758/ 4.7	5.0	2.8		0.5	42	625	KYBG
18. KYGO	(C)	50/ 1.8	2.8	1.1	1.1	1.5	1.7	97/1129	748/ 4.7	3.5	3.5		2.4	70	915	KYGO
19. KDHT-F	(AOR)	47/ 1.7	0.9	1.5	0.9	——	1.3	62/868	692/ 4.3	3.4	0.0		1.7	49	473	KDHT-F
20. KLZ	(AOR)	36/ 1.3	1.2	2.5	2.9	2.0	2.0	51/746	443/ 2.8	5.2	5.9		1.5	45	802	KLZ

12+ FM SHARE (METRO): 75.02% (1850 of 2466) (SPG 89: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKS-F	1 KBCO-AF	1 KBCO-AF	1 KBCO-AF	1 KYGO-F	1 KYGO-F	1 KOA	1 KYGO-F	1 KRXY-AF<	1 KBPI-F	1 KBPI-F>>
2 KRXY-AF>>	2 KRXY-AF	2 KXKL-AF<	2 KXKL-AF	2 KXKL-AF<	KOSI-F<	2 KYGO-F	2 KXKL-AF<	2 KYGO-F	2 KQKX-F	2 KHOW
3 KBPI-F	3 KQKS-F<	3 KBPI-F	3 KYGO-F>	3 KBCO-AF>	3 KOA	3 KXKL-AF	3 KOSI-F	3 KQKS-F	3 KOA	3 KYGO-F
4	4 KAZY-F	4 KYGO-F	4 KXLT-F	4 KOSI-F	4 KXKL-AF	4 KRXY-AF	4 KBCO-AF	4 KXKL-F	4 KBCO-AF	KBCO-F
5	5 KYGO-F	5 KRXY-AF	KOSI-F	5 KSYY-F	5 KEZW	5 KBCO-AF<	5 KOA <	5 KBPI-F	5 KXKL-AF	5 KDHT-F<
6	6 KXLT-F<	6 KQKS-F<	6 KSYY-F	6 KXLT-F	6 KSYY-F	6 KBPI-F<	6 KRXY-AF<	6 KBCO-AF	KYGO-F	6 KXKL-F
7	7 KRFX-F	7 KXLT-F	7 KRFX-F	7 KOA	7 KVOD-F	7 KOSI-F<	7 KBPI-F	7	7	KRFX-F
8	8	8 KAZY-F	KBPI-F	8	8	8 KQKS-F<	8	8	8	8
9	9	9	9	9	9	9 KXLT-F	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KRXY-AF>	1 KRXY-AF>	1 KBCO-AF	1 KRXY-AF	1 KYGO-F
2 KBPI-F	2 KBCO-AF	2 KYGO-F	2 KYGO-F	2 KXKL-AF
3 KQKS-F>	3 KQKS-F<	3 KXLT-F	3 KXKL-AF<	3 KOSI-F
4 KXLT-F	4 KYGO-F	4 KRXY-AF<	4 KXLT-F	4 KXLT-F<
5 KAZY-F	KXLT-F	5 KRFX-F	5 KBCO-AF<	5 KBCO-AF
6 KBCO-AF	6 KBPI-F	6 KQKS-F	6 KQKS-F	6 KSYY-F
7 KXKL-AF	7 KXKL-AF<	7 KXKL-AF	7 KOSI-F	7 KRXY-AF
KYGO-F	8 KRFX-F	8 KOSI-F<	8 KSYY-F	8
KLZ	9	9 KSYY-F	9	9
10	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBPI-F>	1 KBPI-F>	1 KBCO-AF	1 KBPI-F	1 KBCO-AF
2 KAZY-F>	2 KBCO-AF	2 KBPI-F	2 KBCO-AF	2 KXKL-AF
3 KQKS-F	3 KAZY-F>	3 KHIH-F	3 KXKL-AF	3 KYGO-F
4 KRXY-AF	4 KRXY-AF<	4 KYGO-F	4 KAZY-F	4 KBPI-F
5 KXKL-AF	5 KQKS-F<	5 KRFX-F	5 KYGO-F	5 KOA
6 KRFX-F	6 KRFX-F	6 KRXY-AF	6 KRFX-F<	6 KHIH-F<
7 KLZ	7 KYGO-F	7 KAZY-F<	7 KOA	7 KRFX-F<
8 KBCO-AF	KHIH-F<	8 KXLT-F	8	8 KSYY-F<
9 KOA >	9 KXKL-AF	KOA	9	9 KOSI-F<
10	10	10	10	10 KYBG

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	10 (1)	337 (2)	347 (3)	14.1	13.1
AOR/CLASSIC	47 (2)	585 (6)	632 (8)	25.6	22.4
AC/OLDIES/SOFT ROCK	34 (2)	398 (3)	432 (5)	17.5	21.6
MOR/VARIETY	63 (1)		63 (1)	2.6	3.5
COUNTRY	50 (1)	218 (1)	268 (2)	10.9	11.0
BLACK/URBAN	12 (1)		12 (1)	0.5	1.5
BEAUTIFUL/EASY		168 (1)	168 (1)	6.8	7.0
NEWS/TALK	255 (4)		255 (4)	10.3	9.2
NOSTALGIA	98 (1)		98 (1)	4.0	2.7
RELIGION/GOSPEL	20 (1)		20 (1)	0.8	0.4
SPANISH	27 (2)		27 (2)	1.1	0.3
CLASSICAL		78 (1)	78 (1)	3.2	3.6
JAZZ/NEW AGE		66 (1)	66 (1)	2.7	3.1
UNKNOWN/OTHERS					0.6
	616 (16)	1850 (15)	2466 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDEN	1340	Denver	0.7/3.3/ 18/ 526
KDKO	1510	Littleton/Denve	0.4/1.6/ 12/ 250
KFRR	1i50	Englewood	0.4/1.2/ 10/ 196
KJME	1390	Denver	0.6/0.9/ 19/ 158
KNUS	710	Denver	0.6/2.1/ 19/ 397
KRKS	990	Denver	0.7/2.3/ 20/ 389
KRZN	760	Englewood	0.7/2.4/ 27/ 490
KTCL-F	93.3	Denver	0.5/3.0/ 20/ 665

RADIO STATIONS

AM STATIONS

KBNO, 1220, 1 KW/17 W	HISPANIC		$ 30.00 (Lotus)		James Romero
KDEN, 1340, 1 KW	TALK	ABC C MBS	$ 35.00 (Savalli)		Doug Stevens
KDKO, 1510, 10 KW/1.3 KW(DA-2)	BLACK		$ 37.00 (---)		Jim Walker
KEZW, 1430, 5 KW (DA-N)	NOSTALGIA	SMN	$ 40.00 (Torbet)		Joe Davidman
KHOW, 630, 5 KW (DA-N)	FULL SERVICE	MBS NBC	$ 170.00 (Republic)	Viacom	Steve Keeney
KLTT, 800, 1 KW (DAYS, DA)	RELIGION		$ 18.00 (---)	Mortenson	
KLZ , 560, 5 KW (DA-1)	COUNTRY	SMN UNIPWR	$ 55.00 (McGuild)	Summit	Steve Youlios
KNUS, 710, 5 KW (DA-1)	TALK	ABC D UNIULT	$ 34.00 (---)		Doug Wayland
KOA , 860, 50 KW	NEWS/TALK	ABC E ABC I	$ 150.00 (Eastman)	Jacor	Lee Larson
KQXI, 1550, 10 KW (DA-1)	RELIGION		$ 25.00 (---)	Mid America Gospel	Gene Meegan
KRXY, 1600, 5 KW (DA-N)	SEE KRXY-F				
KRZN, 760, 5 KW/1 KW (DA-1)	OLDIES		$ 37.00 (Christal)	Genesis	Gayle Shaw
KXKL, 1280, 5 KW (DA-2)	SEE KXKL-F				
KYBG, 1090, 50 KW/500 W (DA-2)	SEE KYBG-F				
KYGO, 950, 5 KW (DA-N)	SEE KYGO-F				

FM STATIONS

KAZY, 106.7, 100 KW @ 987, AOR	ABC R	$ 85.00 (McGuild)	Summit	Steve Youlios
KBCO, 97.3, 100 KW @ 1541, AOR		$ 160.00 (MMR)	Noble (BOULDER)	Ray Skibitsky
KBPI, 105.9, 100 KW @ 1470, AOR	SOURCE	$ 90.00 (Banner)	Great American	Clint Sly
KHIH, 94.7, 100 KW @ 984, JAZZ/NAC	SMN	$ 65.00 (HNWH)	Adams (BOULDER)	Ross Allie
KOSI, 101.1, 100 KW @ 1624, EZ	UNISUP	$ 80.00 (Torbet)		Joe Davidman
KQKS, 104.3, 5 KW @ 1430, CHR		$ 72.00 (HNWH)	Western Cities (LONGMOUNT)	Palmer Pyle
KRFX, 103.5, 100 KW @ 1045, OLDIES	CBS	$ 64.00 (Eastman)	Jacor	Don Howe
KRXY, 107.5, 100 KW @ 1198, CHR		$ 84.00 (Katz)	Cap Cities/ABC	Joe Parish
KSYY, 95.7, 100 KW @ 1608, SOFT AC	MBS	$ 67.00 (Republic)	Viacom	Steve Keeney
KTCL, 93.3, 100 KW @ 1330, AOR		$ 44.00 (McGuild)	(FT COLLINS)	Stuart Haskell
KVOD, 99.5, 100 KW @ 282, CLASSICAL	UNISUP	$ 70.00 (Katz)	Henry	Pam Kenny
KXKL, 105.1, 100 KW @ 1169, OLDIES		$ 140.00 (Durpetti)	Shamrock	Marty Loughman
KXLT, 100.3, 100 KW @ 330, AC		$ 86.00 (Christal)	Genesis	Gayle Shaw
KYBG, 92.1, .8 KW @ 616, EZ		$ 30.00 (Banner)	Century (CASTLE ROCK)	Ron Jamison
KYGO, 98.5, 100 KW @ 1821, COUNTRY		$ 107.00 (CBS)	Jeff-Pilot	Bob Call

Miscellaneous Comments: KYBG changes to EZ (Aug)...

DES MOINES

Arbitron Rank/Pop (12+): 114/321,600	Stations: 14/14	1989 Revenue: $12,900,000
	Diaries: 904/356:1/59.8%	HH Inc.: $29,398
MSA Rank/Pop: 122/384,100	Sample Target: 710	Retail $: 3.0 Bil
ADI # 67	% Below Line: 0.0	Pop per Station: 22,971
Average Person Ratings: 16.4	% Not Listed: 10.0	#1 Biller: WHO $3,200,000
Market TSL: 21.50 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KGGO-F	(AOR)	79/14.9	12.9	17.0	14.9	21.5	----	130/1603	837/26.0	23.5	27.8		16.1	85	904	KGGO-F
2. KRNQ-F	(CHR)	73/13.8	12.7	11.2	11.1	10.0	----	139/2033	891/27.7	29.1	28.9		17.3	91	961	KRNQ-F
3. WHO	(MOR)	60/11.3	15.8	11.9	11.1	10.0	----	186/2558	834/25.9	30.6	23.8		11.4	60	744	WHO
4. KJJY-F	(C)	58/11.0	10.9	12.3	8.4	5.4	----	87/1044	647/20.1	21.9	17.7		9.7	51	557	KJJY-F
5. KLYF-F	(SAC)	52/ 9.8	8.4	7.3	8.8	12.4	----	97/1342	692/21.5	20.4	17.1		11.0	58	557	KLYF-F
6. KDWZ-F	(CHR)	31/ 5.9	4.9	3.4	4.8	5.7	----	74/1121	473/14.7	13.7	14.3		8.3	44	539	KDWZ-F
7. KRNT	(BB)	30/ 5.7	7.9	6.0	5.3	6.1	----	39/658	524/16.3	14.0	15.2		4.4	23	380	KRNT
8. KDMG-F	(O)	28/ 5.3	4.7	8.0	6.1	1.1	----	51/860	464/14.4	16.5	17.7		4.0	21	460	KDMG-F
9. KEZT-F	(EZ)	23/ 4.3	4.7	5.2	4.0	4.3	----	48/712	382/11.9	11.3	9.6		2.5	12	304	KEZT-F
10. KIOA	(O)	19/ 3.6	3.9	5.6	8.6	4.6	----	47/745	321/10.0	9.6	17.1		4.6	24	325	KIOA

12+ FM SHARE (METRO): 72.27% (344 of 476) (SPG 89: 70.12%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRNQ-F>>	1 KGGO-F>>	1 KGGO-F>	1 KLYF-F	1 KLYF-F<	1 WHO >	1 WHO	1 KGGO-F	1 KGGO-F	1 KRNQ-F	1 WHO >>
2 KGGO-F>	2 KRNQ-F>	2 KRNQ-F<	KGGO-F>	2 KGGO-F>	2 KJJY-F	2 KGGO-F	2 KJJY-F	2 KRNQ-F	2 KGGO-F>	2 KRNQ-F
3 KDWZ-F	3 KDWZ-F	3 KLYF-F>	3 KRNQ-F	3 KRNQ-F<	3 KLYF-F<	3 KRNQ-F	3 KRNQ-F	3 KJJY-F	3 WHO	KGGO-F>
4	4 KLYF-F	4 KJJY-F	4 KJJY-F	4 KJJY-F	4 KRNT >	4 KJJY-F	KLYF-F	4 KLYF-F>	4	4 KJJY-F
5	5 KJJY-F	5 KDWZ-F	5 WHO	5 WHO	5 KEZT-F	5 KLYF-F	5 WHO	5 WHO <	5	5 KRNT
6	6	6	6	6	6	6	6	6 KDWZ-F	6	KLYF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRNQ-F	1 KRNQ-F	1 KGGO-F	1 KRNQ-F<	1 KLYF-F>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>>	1 KGGO-F>
2 KGGO-F>	KGGO-F>	2 KLYF-F	2 KLYF-F	2 KRNQ-F	2 KJJY-F	2 KRNQ-F	2 KDWZ-F	2 KJJY-F	2 KLYF-F
3 KDWZ-F>	3 KLYF-F>	3 KRNQ-F>>	3 KGGO-F>>	3 KGGO-F	3 KRNQ-F>	3 KJJY-F	KDMG-F	3 KRNQ-F	3 KJJY-F
4 KLYF-F	4 KDWZ-F>	4 KDMG-F	4 KJJY-F	4 KJJY-F	4 KDWZ-F>>	KDWZ-F>	4 KRNQ-F>	KLYF-F>	4 KRNQ-F
5 KJJY-F	5 KJJY-F	5	KDWZ-F	5 WHO	5	5 KDMG-F	5 KLYF-F	5 KDWZ-F	5 WHO
6 KDMG-F	6		6	KEZT-F		6	KJJY-F>	6	KIOA

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	21.8	15.9
AOR/CLASSIC	4 (1)	79 (1)	83 (2)	17.4	18.5
AC/OLDIES/SOFT ROCK	19 (1)	80 (2)	99 (3)	20.8	22.8
MOR/VARIETY	60 (1)		60 (1)	12.6	19.5
COUNTRY	15 (2)	58 (1)	73 (3)	15.3	16.5
BLACK/URBAN					
BEAUTIFUL/EASY		23 (1)	23 (1)	4.8	5.7
NEWS/TALK					
NOSTALGIA	30 (1)		30 (1)	6.3	
RELIGION/GOSPEL	4 (1)		4 (1)	0.8	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	132 (7)	344 (7)	476 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDLS	1310	Perry	1.5/1.3/ 12/ 101
KGGO	1460	Des Moines	0.8/2.5/ 8/ 190
KJJY	1390	Des Moines	1.3/4.4/ 8/ 183
KWKY	1150	Des Moines	0.8/5.5/ 5/ 196

RADIO STATIONS

KIOA,	940,	10 KW/5 KW (DA-2),	OLDIES	ABC E ,	$ 25.00	(Banner)	Midwest		Kipper McGee
KRNT,	1350,	5 KW (DA-N) ,	NOSTALGIA	CBS, UNISUP ,	$ 23.00	(Katz)	Saga		Gary Voss
WHO ,	1040,	50 KW ,	FULL SER/TALK	ABC I ,	$ 64.00	(Christal)	Palmer		Chuck Jewell
KDMG-F,	103.3,	100 KW @ 745,	OLDIES	UNIPWR ,	$ 22.00	(Republic)	Valley	(PELLA)	Paul Garvin
KDWZ-F,	93.3,	100 KW @ 1063,	CHR/AOR	,	$ 27.00	(Banner)	Midwest		Kipper McGee
KEZT-F,	104.1,	100 KW @ 1009,	EZ	,	$ 20.00	(Republic)		(AMES)	Sandy Wyborny
KGGO-F,	94.9,	100 KW @ 1066,	AOR	SOURCE ,	$ 57.00	(Eastman)	Stoner		Peter McLane
KJJY-F,	92.5,	41 KW @ 541,	COUNTRY	,	$ 40.00	(McGuild)	Fuller-Jeffrey		Mike McKoy
KLYF-F,	100.3,	100 KW @ 1700,	SOFT AC	,	$ 42.00	(Christal)	Palmer		Chuck Jewell
KRNQ-F,	102.5,	100 KW @ 1248,	CHR	ABC F ,	$ 41.00	(Katz)	Saga		

Miscellaneous Comments: KRNT reclassified as NOSTALGIA...

DETROIT

Arbitron Rank/Pop (12+): 6/3,595,600

MSA Rank/Pop: 5/4,380,700
ADI # 8
Average Person Ratings: 18.8
Market TSL: 24.25 hours

Stations: 35/32
Diaries: 2586/1390:1/57.2%
Sample Target: 2320
% Below Line: 1.3
% Not Listed: 8.8

1989 Revenue: $113,300,000
HH Inc.: $31,289
Retail $: 30.8 Bil
Pop per Station: 112,362
#1 Biller: WJR $21,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WJR	(MOR)	577/ 8.5	7.9	8.3	9.2	9.9	8.5	786/10491	7751/21.6	21.4	24.6	7.6	502	6845	WJR
2. WJLB-F	(B)	455/ 6.7	7.3	7.8	6.4	7.4	7.1	474/5363	4976/13.8	14.3	15.0	9.6	636	6193	WJLB-F
3. WLTI-F	(SAC)	382/ 5.7	4.3	4.7	4.1	3.7	4.7	398/4895	4648/12.9	11.6	11.1	3.5	233	3183	WLTI-F
4. WHYT-F	(CHR)	346/ 5.1	5.9	5.0	4.3	3.8	5.1	374/7238	6558/18.2	16.2	17.0	7.1	473	7377	WHYT-F
5. WKQI-F	(CHR)	325/ 4.8	4.4	4.2	4.2	4.3	4.4	339/6134	5720/15.9	16.6	17.8	3.7	247	3951	WKQI-F
6. WWJ	(N/T)	313/ 4.6	5.8	5.7	3.9	4.5	5.0	334/6974	6475/18.0	18.0	14.9	4.0	266	3860	WWJ
7. WLLZ-F	(AOR)	288/ 4.3	3.9	3.6	3.3	4.1	3.8	310/5096	4514/12.6	12.7	14.2	4.8	320	4561	WLLZ-F
8. WWWW-F	(C)	277/ 4.1	4.9	4.7	3.5	4.3	4.3	302/4194	3790/10.5	11.9	10.2	4.5	300	4040	WWWW-F
9. WJZZ-F	(J/NA)	273/ 4.0	4.0	3.5	3.8	2.5	3.8	287/3569	3324/ 9.2	9.5	7.3	5.0	328	3901	WJZZ-F
10. WXYT	(T)	261/ 3.9	3.5	3.0	3.3	3.7	3.4	268/3023	2899/ 8.1	8.3	8.4	4.1	274	2596	WXYT
11. WJOI-F	(EZ)	256/ 3.8	5.4	4.8	5.0	5.5	4.8	265/3855	3656/10.2	12.0	12.3	2.6	174	1883	WJOI-F
12. WNIC-F	(AC)	248/ 3.7	4.3	3.9	4.1	3.8	4.0	261/4215	3960/11.0	12.8	13.7	4.2	275	3446	WNIC-F
13. WRIF-F	(AOR)	230/ 3.4	3.7	3.0	3.2	3.8	3.3	282/5100	4056/11.3	12.0	13.3	4.1	272	4913	WRIF-F
14. WOMC-F	(O)	217/ 3.2	2.8	2.6	4.1	2.6	3.2	231/4128	3830/10.7	8.8	9.7	2.4	157	2410	WOMC-F
15. WDFX-F	(CHR)	208/ 3.1	3.7	4.2	4.4	4.5	3.8	217/4769	4433/12.3	14.6	14.9	5.2	341	5779	WDFX-F
16. WCSX-F	(CL AOR)	206/ 3.0	3.5	3.6	3.6	3.9	3.4	236/4234	3600/10.0	12.0	11.9	4.7	311	3621	WCSX-F
17. CKLW	(BB)	156/ 2.3	2.3	2.7	3.2	3.2	2.6	208/3741	2907/ 8.1	7.8	6.6	2.8	187	2379	CKLW
18. WQRS-F	(CL)	149/ 2.2	1.5	2.2	1.5	1.8	1.9	163/2490	2243/ 6.2	6.4	5.2	1.4	93	1506	WQRS-F
19. WGPR-F	(B)	143/ 2.1	1.5	1.8	1.4	1.6	1.7	148/2501	2353/ 6.5	6.5	7.1	1.7	110	1842	WGPR-F
20. WKSG-F	(O)	137/ 2.0	1.9	2.0	2.7	2.1	2.2	141/2637	2594/ 7.2	7.1	7.2	2.5	167	2143	WKSG-F
21. WMTG	(B)	106/ 1.6	1.4	1.6	1.9	1.5	1.6	107/1496	1473/ 4.1	3.8	3.8	0.8	53	1157	WMTG
22. WMUZ-F	(REL)	92/ 1.4	0.7	0.8	0.7	0.8	0.9	94/1497	1344/ 3.7	3.2	2.8	0.6	40	869	WMUZ-F
23. CKMR-F	(O)	89/ 1.3	1.4	1.7	2.2	1.9	1.6	105/2454	2017/ 5.6	6.2	5.6	1.1	72	1499	CKMR-F
24. WQBH	(B)	70/ 1.0	1.0	1.1	1.4	1.1	1.1	71/1160	1141/ 3.2	2.9	3.7	0.5	36	495	WQBH
25. WCXI	(C)	66/ 1.0	1.3	1.5	1.2	1.5	1.3	80/1467	1238/ 3.4	4.3	4.3	1.0	66	848	WCXI

12+ FM SHARE (METRO): 72.45% (4463 of 6160) (SPG 89: 70.16%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHYT-F>>	1 WJLB-F	1 WJLB-F	1 WLTI-F<	1 WLTI-F	1 WJR >>	1 WJR >	1 WLTI-F	1 WJLB-F<	1 WJR	1 WJR
2 WJLB-F	2 WLLZ-F	2 WLTI-F<	2 WJLB-F	2 WJLB-F	2 WWJ	2 WWJ	2 WJR	2 WHYT-F<	2 WJLB-F>	2 WJLB-F<
3 WDFX-F>	3 WRIF-F	3 WKQI-F<	3 WKQI-F	3 WKQI-F	3 WLTI-F	3 WJLB-F<	3 WJLB-F	3 WLTI-F	3 WHYT-F	3 WWJ
4 WGPR-F	4 WHYT-F	4 WLLZ-F	4 WJZZ-F<	4 WJZZ-F	4 WJOI-F<	4 WKQI-F	4 WKQI-F<	WJR >	4 WJZZ-F>	4 WJZZ-F>
5	5 WLTI-F	5 WRIF-F<	5 WCSX-F	WJR	5 WXYT	5 WLTI-F	5 WXYT	5 WKQI-F	5 WNIC-F	5 WRIF-F
6	6 WDFX-F<	6 WNIC-F<	6 WLLZ-F<	6 WOMC-F<	WWWW-F	6 WLLZ-F	6 WWWW-F<	6 WLLZ-F<	6 WGPR-F<	6 WLLZ-F
7	7 WKQI-F<	7 WJZZ-F<	7 WOMC-F	7 WLLZ-F	7 WKQI-F	7 WHYT-F<	7 WNIC-F	7 WWWW-F	7 WJOI-F	7 WKQI-F
8	8 WJZZ-F<	8 WCSX-F	8 WNIC-F<	WCSX-F<	8 WOMC-F	8 WXYT	8 WJOI-F	WJZZ-F	8	8 WNIC-F
9	9 WNIC-F	9	9 WJR	9 WWWW-F	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WJLB-F	1 WJLB-F>	1 WJLB-F>	1 WJLB-F	1 WLTI-F
2 WNIC-F	2 WLTI-F	2 WLTI-F>	2 WLTI-F	2 WJLB-F
3 WHYT-F	3 WHYT-F<	3 WKQI-F	3 WKQI-F	3 WKQI-F
4 WDFX-F	4 WNIC-F	4 WHYT-F<	4 WNIC-F	4 WNIC-F
5 WLTI-F	5 WKQI-F	5 WJZZ-F	5 WHYT-F	5 WOMC-F
6 WKQI-F	6 WDFX-F	6 WNIC-F	6 WOMC-F	6 WWWW-F
7 WLLZ-F	7 WRIF-F<	7 WCSX-F	7 WLLZ-F	7 WJR
8 WRIF-F	8 WJZZ-F	8 WRIF-F<	WJZZ-F	8 WJZZ-F<
9	9 WLLZ-F	9 WOMC-F	9	9 WHYT-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLLZ-F>	1 WLLZ-F	1 WRIF-F	1 WLLZ-F	1 WJZZ-F
2 WRIF-F	2 WRIF-F>	2 WLLZ-F>	2 WRIF-F	WJR <
3 WDFX-F	3 WJLB-F	3 WJZZ-F	3 WJZZ-F<	3 WLLZ-F
4 WJLB-F>	4 WCSX-F<	WJLB-F	4 WCSX-F	4 WCSX-F<
5 WHYT-F	5 WJZZ-F	5 WCSX-F>	5 WJLB-F<	5 WRIF-F
6 WKSG-F	WDFX-F	6 WWJ	6 WKQI-F	6 WWJ
WCSX-F	7 WHYT-F	WLTI-F	WJR	WKQI-F<
8 WGPR-F	8	WHYT-F	8 WOMC-F<	8 WWWW-F
9	9	9 WJR	9 WLTI-F<	9
		10 WKQI-F	10 WWJ	

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		918 (4)	918 (4)	14.9	14.9
AOR/CLASSIC		772 (5)	772 (5)	12.5	12.8
AC/OLDIES/SOFT ROCK	33 (1)	1106 (6)	1139 (7)	18.5	17.3
MOR/VARIETY	599 (2)		599 (2)	9.7	10.7
COUNTRY	66 (1)	277 (1)	343 (2)	5.6	6.2
BLACK/URBAN	217 (3)	598 (2)	815 (5)	13.2	12.1
BEAUTIFUL/EASY		256 (1)	256 (1)	4.2	5.9
NEWS/TALK	574 (2)		574 (2)	9.3	8.9
NOSTALGIA	156 (1)		156 (1)	2.5	3.4
RELIGION/GOSPEL	25 (1)	92 (1)	117 (2)	1.9	1.3
SPANISH					
CLASSICAL		149 (1)	149 (1)	2.4	1.9
JAZZ/NEW AGE		273 (1)	273 (1)	4.4	4.1
UNKNOWN/OTHERS	27 (1)	22 (1)	49 (2)	0.8	0.4
	1697 (12)	4463 (23)	6160 (35)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
CIMX-F	88.7	Windsor/Detroit	0.3/2.5/ 23/1023
WCHB	1200	Taylor	0.6/2.2/ 41/ 828
WEXL	1340	Royal Oak	0.4/1.0/ 25/ 355
WHND	560	Monroe/Detroit	0.5/1.4/ 39/ 584
WMKM	1440	Inkster	0.4/1.4/ 30/ 561
WMXD-F	92.3	Detroit	0.5/2.8/ 37/1097
WPHM	1380	Port Huron	0.3/0.6/ 23/ 253
WIOG-F	102.5	Bay City/Flint	0.6/1.8/148/2308
WIOT-F	104.7	Toledo	0.3/1.4/141/2007
WIQB-F	102.9	Ann Arbor	0.4/1.3/ 63/1330

RADIO STATIONS

AM STATIONS

WCXI,	1130,	50 KW/10 KW (DA-2),	COUNTRY	APR,	$ 50.00 (Christal)	Shamrock	Phil Lamka
WCHB,	1440,	1 KW (DA-2),	GOSPEL	NBN,	$ 30.00 (Torbet)		Wendall Cox
WHND,	560,	500 W (DAYS,DA),	OLDIES	UNIPWR,	$ N/A (McGuild)	Greater Media (MONROE)	Tom Bender
WJR ,	760,	50 KW,	FULL SERVICE	ABC I,	$ 260.00 (Katz)	Cap Cities/ABC	Jim Long
WMTG,	1310,	5 KW (DA-2),	BLACK OLDIES	SMN,	$ N/A (McGuild)		Joe Barcarella
WQBH,	1400,	1 KW,	BLACK	,	$ 45.00 (Patt)		Martha Jean Steinberg
WWJ ,	950,	5 KW (DA-N),	NEWS	CBS UNISUP,	$ 155.00 (CBS)	CBS	Rod Zimmerman
WXYT,	1270,	5 KW (DA-N),	TALK	NBC MBS,	$ 75.00 (Durpetti)		Michael Packer
CKLW,	800,	50 KW (DA-2),	NOSTALGIA	UNISUP,	$ 70.00 (Banner)	(WINDSOR)	

FM STATIONS

WCSX,	94.7,	13 KW @ 950,	CLASSIC AOR	UNIPWR,	$ 130.00 (McGuild)	Greater Media	Tom Bender
WDFX,	99.5,	21 KW @ 755,	CHR	SOURCE,	$ 100.00 (MMR)	Hoker	Paul Jacobs
WGPR,	107.5,	50 KW @ 375,	BLACK	SBN,	$ 55.00 (Lazar)		George Mathews
WHYT,	96.3,	20 KW @ 786,	CHR	ABC C,	$ 100.00 (Banner)	Cap Cities/ABC	John Cravens
WJLB,	97.9,	50 KW @ 490,	BLACK	,	$ 170.00 (MMR)	Booth	Verna Green
WJOI,	97.1,	12 KW @ 890,	EZ	UNISUP,	$ 104.00 (CBS)	CBS	Rod Zimmerman
WJZZ,	105.9,	20 KW @ 724,	JAZZ	,	$ 80.00 (Torbet)		Ron Wooding
WKQI,	95.5,	100 KW @ 426,	CHR	UNIPWR,	$ 132.00 (HNWH)	Brdcst. Partners	Steve Candullo
WKSG,	102.7,	50 KW @ 500,	OLDIES	UNISUP,	$ 80.00 (Durpetti)	Ragan Henry	Al Winston
WLLZ,	98.7,	50 KW @ 480,	AOR	MBS NBC,	$ 160.00 (Group W)	Westinghouse	Kevin Smith
WLTI,	93.1,	26 KW @ 668,	SOFT AC	,	$ 90.00 (Christal)	Viacom	Terry Wood
WMUZ,	103.5,	50 KW @ 465,	RELIGION	,	$ 40.00 (---)	Crawford	Frank Franciosi
WMXD,	92.3,	21 KW @ 700,	AC/URBAN	,	$ 70.00 (Durpetti)		Chris Fritz
WNIC,	100.3,	32 KW @ 600,	AC	,	$ 168.00 (McGuild)	Fairmont	Joe Bacarella
WOMC,	104.3,	190 KW @ 360,	OLDIES	UNIULT,	$ 140.00 (Republic)	Infinity	Elaine Baker
WQRS,	105.1,	20 KW @ 784,	CLASSICAL	,	$ 80.00 (CMBS)	Marlin	
WRIF,	101.1,	27 KW @ 880,	AOR	ABC R,	$ 110.00 (Republic)	Great American	Bob Schutt
WWWW,	106.7,	61 KW @ 510,	COUNTRY	APR UNIULT,	$ 150.00 (Christal)	Shamrock	Phil Lamka
CKMR,	93.9,	100 KW @ 655,	OLDIES	,	$ 65.00 (Banner)		

DULUTH

Arbitron Rank/Pop (12+): 205/127,000
MSA Rank/Pop: 182/238,100
ADI # 125
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 11/10
Diaries: 712/178:1/66.0%
Sample Target: 550
% Below Line: 0.4
% Not Listed: 16.8

1989 Revenue: $6,500,000
HH Inc.: $27,630
Retail $: 1.77 Bil
Pop per Station: 12,700
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KZIO-F (CHR)	34/14.7	----	9.7	----	8.3	----	57/608	423/33.3		22.5		19.4	51	524	KZIO-F
2. WAVC-F (C)	28/12.1	----	4.3	----	5.5	----	44/509	288/22.7		13.8		9.9	26	382	WAVC-F
KDAL (MOR)	28/12.1	----	8.7	----	11.0	----	40/527	342/26.9		20.1		8.4	22	378	KDAL
4. KDAL-F (SAC)	23/ 9.9	----	6.4	----	7.7	----	27/390	306/24.1		17.2		10.3	27	340	KDAL-F
5. KQDS-F (AOR)	19/ 8.2	----	7.4	----	9.6	----	37/530	264/19.8		18.2		15.6	41	429	KQDS-F
6. WAKX-F (O)	17/ 7.3	----	9.0	----	5.0	----	29/487	258/20.3		19.5		9.1	24	276	WAKX-F
7. KXTP (BB)	15/ 6.5	----	3.3	----	3.9	----	16/214	186/14.6		9.6		3.0	8	101	KXTP
8. WDSM (C)	12/ 5.2	----	4.1	----	6.1	----	15/300	199/15.7		10.2		4.2	11	197	WDSM
9. WWJC (REL)	8/ 3.4	----	1.0	----	0.6	----	21/191	62/ 4.9		3.0		0.8	2	65	WWJC
WEBC (T)	8/ 3.4	----	2.6	----	4.4	----	15/264	172/13.5		13.2		3.4	9	260	WEBC

12+ FM SHARE (METRO): 62.69% (121 of 193) (SPG 89: 61.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZIO-F>>	1 KZIO-F>	1 KZIO-F	1 KDAL-F<	1 WAVC-F	1 KDAL	1 KDAL	1 KZIO-F	1 KZIO-F	1 KZIO-F>	1 WDSM
2	2 KQDS-F	2 KDAL-F	2 KZIO-F	KDAL-F	2 WAVC-F>	2 KZIO-F>	KDAL-F	2 WAVC-F	2 KQDS-F	2 WEBC
3	3 WAKX-F	3 KQDS-F	3 WAVC-F	3 KZIO-F	3 KXTP	3 KDAL-F<	3 WAVC-F<	3 KDAL-F<	KDAL	KZIO-F
4	4 KDAL-F	4 WAKX-F	4 WAKX-F	4 WAKX-F	4 WDSM	4 WAVC-F	4 KDAL	4 KQDS-F	4 WEBC	4
5	5	5 WAVC-F	5	5 KDAL	KDAL-F	5	5	5	WAVC-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZIO-F>>	1 KZIO-F>>	1 KZIO-F>>	1 KZIO-F	1 KZIO-F	1 KQDS-F>>	1 KQDS-F>	1 WAKX-F	1 KQDS-F>	1 WAVC-F
2 WAKX-F	2 KDAL-F	2 KDAL-F	2 KDAL-F>	KDAL-F	2 KZIO-F>>	2 KZIO-F	2 KZIO-F	2 KZIO-F	2 WAKX-F
KQDS-F	3 WAKX-F>>	3 WAKX-F>	3 WAVC-F	3 WAVC-F>	3	3 WAKX-F>	KQDS-F>	3 WAKX-F	KQDS-F
KDAL-F	4	4 WAVC-F>>	WAKX-F	4 WAKX-F	4	4 WAVC-F	4 WAVC-F	4 WAVC-F	KDAL-F>
5	5	5	5	KDAL	5	KDAL-F	KDAL-F>	KDAL-F	5 KZIO-F
									KDAL

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		34 (1)	34 (1)	17.6	21.6
AOR/CLASSIC		19 (1)	19 (1)	9.8	8.7
AC/OLDIES/SOFT ROCK		40 (2)	40 (2)	20.7	21.9
MOR/VARIETY	28 (1)		28 (1)	14.5	15.6
COUNTRY	13 (2)	28 (1)	41 (3)	21.2	23.4
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK	8 (1)		8 (1)	4.1	
NOSTALGIA	15 (1)		15 (1)	7.8	7.5
RELIGION/GOSPEL	8 (1)		8 (1)	4.1	1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	72 (6)	121 (5)	193 (11)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKKQ	650	Hibbing	0.4/1.4/ 45/ 409

RADIO STATIONS

KDAL ,	610,	5 KW (DA-N) ,	MOR/Full Service	CBS, $24.00	(Katz)	Shockley	John Snee
KXTP ,	970,	1 KW ,	Nostalgia	ABC D UNISUP, $13.00	(K & P)		Lew Latto
WDSM ,	710,	10 KW/5 KW (DA-N),	Country	NBC, $16.00	(Torbet)		Ken Buehler
WEBC ,	560,	5 KW (DA-N) ,	Talk	ABC E UNISUP, $14.00	(Mc-Guild)	Brill	Bob Christy
WWJC ,	850,	10 KW (DAYS) ,	Religion	, $ 8.00	(—)		Ted Elm
KDAL-F,	95.7,	100 KW @ 833 ,	Soft AC	, $27.00	(Katz)	Shockley	John Snee
KQDS-F,	94.9,	100 KW @ 730 ,	AOR	, $21.00	(HNWH)		Steve Grazier
KZIO-F,	102.5,	100 KW @ 600 ,	CHR	ABC C, $26.00	(Torbet)		Ken Buehler
WAKX-F,	98.9,	100 KW @ 600 ,	Oldies/AC	, $19.00	(K & P)		Richard Caya
WAVC-F,	105.1,	100 KW @ 790 ,	Country	UNIULT, $25.00	(Mc-Guild)	Brill	Bob Christy

Misc Comments: St. Louis North county has now been deleted from this Arbitron Metro . . . This has worked to exclude about 5 stations from the rating book and has cleaned this market up . . . Because of the change, share comparisons with previous rating periods are misleading. . .

EL PASO

Arbitron Rank/Pop (12+): 79/454,000
MSA Rank/Pop: 88/569,700
ADI # 103
Average Person Ratings: 19.1
Market TSL: 25.00 hours

Stations: 25/16
Diaries: 895/507:1/56.8%
Sample Target: 840
% Below Line: 5.8
% Not Listed: 8.2

1989 Revenue: $13,200,000
HH Inc.: $21,657
Retail $: 2.6 Bil
Pop per Station: 28,375
#1 Biller: KHEY-AF $3,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KPRR-F	(CHR)	127/14.6	13.3	13.0	13.3	14.4	13.6	140/1657	1525/33.6	28.5	28.3		18.8	164	1471	KPRR-F
2. KHEY-F	(C)	103/11.9	10.5	12.5	11.0	11.6	11.5	110/1113	977/21.5	24.8	23.3		13.6	119	1121	KHEY-F
3. KLAQ-F	(AOR)	81/ 9.3	10.9	12.6	11.6	9.9	11.1	117/1438	1046/23.0	25.5	23.1		13.5	118	1095	KLAQ-F
4. KBNA-AF	(SP)	56/ 6.5	6.8	6.0	6.8	6.9	6.5	57/732	687/15.1	15.1	16.5		5.2	45	472	KBNA-AF
5. KOFX-F	(AC)	55/ 6.3	6.5	7.0	3.7	6.8	5.9	66/916	807/17.8	14.6	12.7		6.4	56	602	KOFX-F
6. KAMA	(SP)	54/ 6.2	5.1	6.5	5.9	4.8	5.9	59/645	587/12.9	11.7	9.5		3.8	33	665	KAMA
7. KLTO-F	(AC)	48/ 5.5	5.5	3.0	2.8	5.1	4.2	51/839	784/17.3	10.1	16.6		3.0	26	403	KLTO-F
KEZB-F	(CHR)	48/ 5.5	5.4	3.6	6.2	4.6	5.2	53/985	897/19.8	16.7	22.0		5.0	44	754	KEZB-F
9. KTSM-F	(EZ)	46/ 5.3	5.8	6.1	8.1	8.3	6.3	63/948	704/15.5	14.1	17.0		6.9	60	607	KTSM-F
10. KAMZ-F	(AC)	44/ 5.1	4.2	3.5	4.3	4.7	4.3	47/827	793/17.5	12.3	18.0		4.2	37	640	KAMZ-F
11. KROD	(O)	24/ 2.8	2.5	3.5	2.9	1.9	2.9	34/496	393/ 8.7	10.2	7.5		1.6	14	342	KROD
12. KTSM	(N/T)	22/ 2.5	3.2	3.6	3.0	2.4	3.1	24/344	313/ 6.9	8.5	7.4		3.3	29	370	KTSM
13. KHEY	(C)	18/ 2.1	3.0	4.4	2.6	2.9	3.0	18/445	381/ 8.4	11.1	9.9		2.6	23	360	KHEY

12+ FM SHARE (METRO): 77.94% (622 of 798) (SPG 89: 81.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPRR-F	1 KLAQ-F<	1 KHEY-F	1 KHEY-F>	1 KHEY-F>	1 KHEY-F>	1 KPRR-F	1 KHEY-F	1 KPRR-F	1 KPRR-F>>	1 KTSM-F
2	2 KPRR-F	2 KPRR-F	2 KOFX-F	2 KOFX-F	2 KTSM-F	2 KHEY-F	2 KPRR-F	2 KHEY-F	2 KLAQ-F<	KPRR-F<
3	3 KHEY-F>	3 KLAQ-F	3 KLAQ-F	3 KLAQ-F	3 KBNA-AF	3 KAMA	3 KLAQ-F	3 KLAQ-F>	3 KAMZ-F	3 KLAQ-F
4	4 KOFX-F	4 KOFX-F	4 KPRR-F	4 KPRR-F	4 KAMA >	4 KLAQ-F	4 KOFX-F	4 KEZB-F<	4 KHEY-F	KHEY-F>
5	5 KLTO-F	5 KLTO-F	5 KBNA-AF<	5 KAMA <	5 KOFX-F	5 KOFX-F	5 KAMA <	5 KBNA-AF	5 KTSM-F	5 KOFX-F
6	6	KEZB-F	6 KEZB-F	6 KBNA-AF	6	6	6 KLTO-F	KOFX-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRR-F	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KHEY-F	1 KPRR-F	1 KLAQ-F>	1 KLAQ-F>	1 KLAQ-F	1 KHEY-F<
2 KHEY-F>	2 KPRR-F>	2 KPRR-F	2 KPRR-F>	2 KAMA	2 KLAQ-F>>	2 KPRR-F>	2 KOFX-F	2 KPRR-F<	2 KLAQ-F<
3 KLAQ-F	3 KLAQ-F	3 KAMA	3 KAMA	3 KPRR-F	3 KHEY-F	3 KOFX-F<	3 KHEY-F	3 KHEY-F	3 KOFX-F>
4 KLTO-F>	4 KAMA	4 KLAQ-F	4 KEZB-F	4 KEZB-F	4 KOFX-F	4 KHEY-F	4 KLTO-F	4 KOFX-F>	4 KLTO-F
5 KBNA-AF	5 KLTO-F	5 KEZB-F	5 KLAQ-F<	5 KBNA-AF	5 KEZB-F>	5	KAMZ-F	5 KLTO-F	5 KROD
6 KEZB-F	KEZB-F	6 KOFX-F	6 KBNA-AF	6 KOFX-F	6 KLTO-F>	6	6 KBNA-AF	KAMZ-F	6
KAMA >	7	KAMZ-F>	KLTO-F	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		175 (2)	175 (2)	21.9	21.0
AOR/CLASSIC		81 (1)	81 (1)	10.2	10.9
AC/OLDIES/SOFT ROCK	24 (1)	147 (3)	171 (4)	21.4	20.4
MOR/VARIETY					
COUNTRY	18 (1)	103 (1)	121 (2)	15.2	16.0
BLACK/URBAN					
BEAUTIFUL/EASY		46 (1)	46 (1)	5.8	9.2
NEWS/TALK	22 (1)		22 (1)	2.8	2.7
NOSTALGIA					
RELIGION/GOSPEL	11 (1)		11 (1)	1.4	3.2
SPANISH	101 (7)	70 (6)	171 (13)	21.4	16.6
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	176 (11)	622 (14)	798 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KELP	1590	El Paso	1.3/2.8/ 11/ 128
KEZB	1150	El Paso	1.3/4.1/ 11/ 186
XCJC	1490	Ciudad Juarez	0.9/1.5/ 8/ 70
XEJ	970	Ciudad Juarez	0.7/3.2/ 8/ 162
XEPZ	1190	Ciudad Juarez	0.8/2.1/ 7/ 95
XHH -F	100.7	Ciudad Juarez	0.5/1.5/ 4/ 69
XHIM-F	105.1	Ciudad Juarez	0.7/2.4/ 6/ 108
XHNZ-F	107.5	Ciudad Juarez	0.8/3.5/ 7/ 160
XHPX-F	98.3	Ciudad Juarez	0.5/1.8/ 4/ 81
XHTO-F	104.3	Ciudad Juarez	0.3/1.3/ 3/ 58
XROK	800	Ciudad Juarez	0.6/2.8/ 5/ 147

RADIO STATIONS

KAMA, 750,	10 KW/1 KW (DA-2),	HISPANIC		, $	28.00 (Caballero)	Pinnacle	Buddy Howell
KBNA, 920,	1 KW/500 W (DA-N),	SEE KBNA-F					
KHEY, 690,	10 KW (DA-2)	, COUNTRY	ABC I	, $	SEE FM (Katz)	Ragan Henry	Bob Burton
KROD, 600,	5 KW (DA-2)	, OLDIES	ABC E	, $	17.00 (HNWH)		Charlie Cohn
KTSM, 1380,	5 KW/500 W	, TALK/NEWS	TALKNT, CBS	, $	19.00 (HNWH)		Karl Wyler
KAMZ-F, 93.1,	30 KW @ 1189,	AC		, $	32.00 (Eastman)	Pinnacle	Buddy Howell
KBNA-F, 97.5,	100 KW @ 1088,	HISPANIC		, $	35.00 (Katz Hisp)	Tichenor	Dan Wilson
KEZB-F, 93.9,	100 KW @ 1207,	CHR	ABC F	, $	30.00 (Christal)		Bob Proud
KHEY-F, 96.3,	100 KW @ 1388,	COUNTRY		, $	65.00 (Katz)	Ragan Henry	Bob Burton
KLAQ-F, 95.5,	100 KW @ 1388,	AOR	ABC R	, $	40.00 (HNWH)		Brad DuBow
KLTO-F, 94.7,	61 KW @ 981,	AC		, $	27.00 (Republic)		Jim Ray
KOFX-F, 92.3,	100 KW @ 1860,	OLDIES	UNIPWR	, $	30.00 (McGuild)		Les Roberson
KPRR-F, 102.1,	100 KW @ 1190,	CHR		, $	39.00 (McGuild)		Dick Lewis
KTSM-F, 99.9,	100 KW @ 1820,	EZ	NBC, CBS,	$	27.00 (HNWH)		Karl Wyler

ERIE

Arbitron Rank/Pop (12+): 142/231,700

MSA Rank/Pop: 159/279,900
ADI # 139
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 12/10
Diaries: 667/347:1/60.1%
Sample Target: 610
% Below Line: 2.3
% Not Listed: 13.7

1989 Revenue: $5,900,000
HH Inc.: $28,598
Retail $: 1.7 Bil
Pop per Station: 23,170
#1 Biller: WXKC $1,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WJET-F	(CHR)	78/19.8	19.4	24.5	23.8	24.1	——	92/1021	879/37.9	38.9	41.1		20.9	80	1010	WJET-F
2. WXKC-F	(AC)	61/15.5	13.7	13.5	17.3	17.2	——	65/847	654/28.2	30.9	29.6		11.5	44	691	WXKC-F
3. WRKT-F	(AOR)	58/14.7	14.2	——	——	1.5	——	60/587	558/24.1	25.3	0.0		20.2	77	757	WRKT-F
4. WCCK-F	(CHR)	39/ 9.9	8.9	11.5	14.8	14.2	——	57/866	579/25.0	25.8	29.8		10.7	41	684	WCCK-F
5. WEYZ	(BB)	34/ 8.6	8.6	10.4	7.7	9.0	——	35/382	356/15.4	13.5	17.7		8.1	31	336	WEYZ
6. WXTA-F	(C)	21/ 5.3	2.4	0.5	——	——	——	21/261	261/11.3	5.4	1.9		2.6	10	161	WXTA-F
7. WZPR-F	(C)	13/ 3.3	3.8	6.0	5.8	3.5	——	55/627	186/ 8.0	8.4	9.7		3.1	12	114	WZPR-F
8. WRIE	(O)	11/ 2.8	2.7	5.8	2.7	5.5	——	11/228	221/ 9.5	9.4	16.9		3.1	12	266	WRIE
WLKK	(C)	11/ 2.8	2.2	4.4	3.5	3.2	——	11/245	236/10.2	8.1	9.2		2.9	11	185	WLKK
10. WREO-F	(EZ)	7/ 1.8	3.5	4.7	7.4	6.1	——	21/284	132/ 5.7	11.6	11.1		1.8	7	122	WREO-F
11. WCTL-F	(REL)	5/ 1.3	3.2	2.2	1.1	1.7	——	6/150	100/ 4.3	3.7	4.5		1.3	5	113	WCTL-F
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 82.94% (282 of 340) (SPG 89: 75.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJET-F>>	1 WRKT-F	1 WRKT-F<	1 WXKC-F	1 WXKC-F	1 WEYZ	1 WJET-F>	1 WXKC-F<	1 WJET-F	1 WJET-F	1 WJET-F>
2	2 WJET-F	2 WXKC-F<	2 WRKT-F	2 WRKT-F	2 WXKC-F>	2 WXKC-F>	2 WJET-F	2 WRKT-F	2 WRKT-F>	2 WXKC-F
3	3 WXKC-F	3 WJET-F>	3 WJET-F	3 WJET-F<	3 WJET-F	3 WRKT-F	3 WRKT-F	3 WXKC-F	3 WXKC-F>	3 WRKT-F
4	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WCCK-F	4 WXTA-F	4 WCCK-F<	4 WCCK-F	4 WCCK-F	4 WCCK-F	WCCK-F
5	5	5	5	5	5	5 WEYZ	5 WEYZ	5 WEYZ	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJET-F>>	1 WJET-F>	1 WJET-F	1 WXKC-F	1 WXKC-F	1 WRKT-F>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>>	1 WRKT-F>
2 WXKC-F	2 WXKC-F	2 WXKC-F	WJET-F>	2 WJET-F	2 WJET-F	2 WCCK-F	2 WCCK-F	2 WXKC-F	2 WXKC-F
WRKT-F>>	3 WRKT-F>	WCCK-F	3 WRKT-F	3 WCCK-F>	3 WCCK-F>	3 WXKC-F	3 WXKC-F>	3 WJET-F	3 WCCK-F
4	4 WCCK-F	4 WRKT-F	4 WCCK-F	4 WRKT-F	4 WXKC-F>>	WJET-F	4 WJET-F>	4 WCCK-F	4 WJET-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		117 (2)	117 (2)	34.4	29.3
AOR/CLASSIC		58 (1)	58 (1)	17.1	13.8
AC/OLDIES/SOFT ROCK	11 (1)	61 (1)	72 (2)	21.2	23.7
MOR/VARIETY	2 (1)		2 (1)	0.6	
COUNTRY	11 (1)	34 (2)	45 (3)	13.2	12.5
BLACK/URBAN					
BEAUTIFUL/EASY		7 (1)	7 (1)	2.1	5.6
NEWS/TALK					
NOSTALGIA	34 (1)		34 (1)	10.0	12.5
RELIGION/GOSPEL		5 (1)	5 (1)	1.5	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	58 (4)	282 (8)	340 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJR	760	Detroit	0.5/1.6/ 7/ 100

RADIO STATIONS

WEYZ ,	1450,	5 KW (DA-2) ,	Nostalgia	ABC I UNISUP, $16.00	(Katz)	Burbach	Bob Mallery
WLKK ,	1400,	1 KW ,	Country	SMN, $10.00	(Roslin)		Tim DeCapua
WRIE ,	1260,	5 KW (DA-2) ,	Oldies	SMN, $12.00	(Christal)		Don Kelly
WCCK-F,	103.7,	50 KW @ 500 ,	CHR	ABC D, $26.00	(Katz)	Burbach	Bob mallery
WCTL-F,	106.3,	3 KW @ 300 ,	Religion	, $ 6.00	(——)	(UNION CITY)	Bill Baker
WJET-F,	102.3,	.5 KW @ 670 ,	CHR	, $32.00	(Banner)	Myron Jones	John Kenzius
WRKT-F,	100.9,	3 KW @ 262 ,	AOR	, $25.00	(——)	(NORTH EAST)	Amy Randolph
WXKC-F,	99.9,	50 KW @ 500 ,	AC	UNISUP, $39.00	(Christal)		Don Kelly
WXTA-F,	97.9,	6 KW @ 500 ,	Country	UNIULT, $17.00	(Torbet)	(EDINBORO)	Bob Winters
WZPR-F,	100.3,	20 KW @ 588 ,	Country	ABC E, $16.00	(——)	(MEADVILLE)	Gary Gunion
WREO-F,	97.1,	50 KW @ 500 ,	EZ	APR, $14.00	(——)	(ASHTABULA, OH)	Tina Mangine

EUGENE

Arbitron Rank/Pop (12+):	146/221,200	Stations:	15/14	1989 Revenue:	$6,700,000
		Diaries:	613/361:1/53.1%	HH Inc.:	$22,628
MSA Rank/Pop:	165/267,200	Sample Target:	620	Retail $:	1.6 Bil
	ADI # 121	% Below Line:	1.2	Pop per Station:	15,800
Average Person Ratings:	14.6	% Not Listed:	18.3	#1 Biller:	NA
Market TSL:	20.00 hours				

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KUGN-F	(C)	46/14.3	14.0	16.6	8.4	13.8	----	51/489	413/18.7	22.2	22.5		10.5	34	390	KUGN-F
2. KZEL-F	(AOR)	32/ 9.9	6.1	7.3	9.6	8.9	----	37/615	450/20.3	19.7	20.3		7.7	25	539	KZEL-F
KSND-F	(CHR)	32/ 9.9	10.0	9.0	11.1	12.1	----	33/576	488/22.1	25.8	23.9		16.0	52	560	KSND-F
4. KLCX-F	(AOR)	28/ 8.7	8.2	6.4	3.0	4.9	----	48/656	321/14.5	16.0	11.5		8.9	29	335	KLCX-F
5. KMGE-F	(AC)	27/ 8.4	9.1	8.5	7.5	8.2	----	34/484	383/17.3	18.2	20.4		10.5	34	408	KMGE-F
6. KUGN	(MOR)	26/ 8.1	7.9	8.5	9.9	9.5	----	28/417	369/16.7	17.7	20.8		9.2	30	440	KUGN
7. KPNW-F	(SAC)	21/ 6.5	7.9	7.0	8.4	9.5	----	35/634	375/17.0	14.6	14.4		7.4	24	315	KPNW-F
8. KPNW	(MOR)	14/ 4.3	6.1	4.7	5.7	5.6	----	17/430	268/12.1	17.5	11.6		4.0	13	282	KPNW
9. KDUK	(BB)	13/ 4.0	3.6	2.9	3.0	2.6	----	13/232	214/ 9.7	5.9	6.7		2.8	9	165	KDUK
10. KEED	(C)	6/ 1.9	2.7	0.6	1.8	2.6	----	8/137	104/ 4.7	6.9	5.2		1.5	5	114	KEED

12+ FM SHARE (METRO): 73.00% (192 of 263) (SPG 89: 74.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSND-F	1 KZEL-F	1 KZEL-F	1 KZEL-F	1 KUGN-F	1 KUGN-F>	1 KUGN-F<	1 KUGN-F>	1 KUGN-F	1 KSND-F>	1 KMGE-F>
2	2 KLCX-F	2 KUGN-F	2 KUGN-F	2 KZEL-F	2 KUGN >	2 KUGN >	2 KLCX-F	2 KZEL-F	2 KUGN	2 KUGN
3	3 KMGE-F	KLCX-F	KMGE-F>	3 KMGE-F>	3 KPNW-F	3 KSND-F	3 KZEL-F	3 KLCX-F	KZEL-F	3 KZEL-F>
4	4 KSND-F>	4 KMGE-F	4 KPNW-F	4 KPNW-F	4 KPNW	4 KMGE-F	4 KPNW-F	4 KSND-F	4 KUGN-F	4 KUGN-F
5	5 KUGN-F	5 KSND-F	5	5 KUGN	KDUK	5 KZEL-F	5 KMGE-F	5 KMGE-F	5 KPNW-F	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSND-F>>	1 KMGE-F	1 KMGE-F>>	1 KMGE-F	1 KMGE-F	1 KLCX-F>>	1 KLCX-F	1 KZEL-F>>	1 KZEL-F	1 KZEL-F
2 KUGN-F	2 KSND-F>	2 KZEL-F>	2 KUGN-F	2 KUGN-F	2 KZEL-F>>	2 KZEL-F	2 KLCX-F>	KLCX-F>	2 KUGN-F>
3 KZEL-F	3 KZEL-F	3 KUGN-F	KSND-F>	3 KPNW-F>	3 KUGN-F	3	3 KSND-F	3 KUGN-F>	3 KLCX-F
KMGE-F	4 KUGN-F>	KPNW-F>	4 KPNW-F	4 KUGN	KSND-F>>	4	KMGE-F	4 KMGE-F	4 KPNW
KLCX-F>>	5 KPNW-F	5 KSND-F>	5 KZEL-F	5 KZEL-F	5	5	5 KUGN-F>	5 KSND-F	KMGE-F
6	6	6 KUGN >>	6	6		6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		32 (1)	32 (1)	12.2	12.5
AOR/CLASSIC		60 (2)	60 (2)	22.8	17.8
AC/OLDIES/SOFT ROCK	8 (2)	50 (3)	58 (5)	22.1	23.5
MOR/VARIETY	40 (2)		40 (2)	15.2	17.0
COUNTRY	6 (1)	46 (1)	52 (2)	19.8	23.9
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	13 (1)		13 (1)	4.9	3.8
RELIGION/GOSPEL	4 (1)	4 (1)	8 (2)	3.0	1.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	71 (7)	192 (8)	263 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKXO	1450	Eugene	1.2/5.1/ 5/ 126
KNND	1400	Cottage Grov	1.2/1.5/ 4/ 34
KORE	1050	Springfld/Eug.	1.2/3.7/ 4/ 82
KZAM-F	95.3	Creswell/Eug.	0.6/3.6/ 2/ 80
KHPE-F	107.9	Albany	1.2/2.1/ 8/ 130

RADIO STATIONS

KDUK, 1280, 5 KW/1 KW (DA-N) , NOSTALGIA		, $ 13.00 (McGuild)	Pacific Telecom	J. Lorenzon
KEED, 1600, 5 KW/1 KW (DA-N) , COUNTRY		, $ 10.00 (MMR)	Comm. Pacific	Mike Groshong
KKXO, 1450, 1 KW , OLDIES	UNISUP,UNIULT,	$ 11.00 (Eastman)		Bob Oxarart
KPNW, 1120, 50 KW (DA-1) , MOR/AC	ABC I ,	$ 17.00 (Katz)	Pacific NW	Dave Woodward
KUGN, 590, 5 KW/1 KW (DA-N) , MOR/FULL SER.		, $ 27.00 (Torbet)		Chuck Chackel
KLCX-F, 104.7, 62 KW @ 2326, AOR		, $ 24.00(McGuild)	Pacific Telecom	J. Lorenzon
KMGE-F, 94.5, 100 KW @ 1299, AC		, $ 28.00 (Eastman)		Bob Oxarart
KPNW-F, 99.1, 100 KW @ 1620, SOFT AC		, $ 26.00 (Katz)	Pacific NW	Dave Woodward
KSND-F, 93.1, 100 KW @ 984, CHR		, $ 32.00 (MMR)	Comm. Pacific	Mike Groshong
KUGN-F, 97.9, 100 KW @ 785, COUNTRY	MBS, UNISUP ,	$ 39.00 (Torbet)		Chuck Chackel
KZAM-F, 95.3, 1.6 KW @ 400, OLDIES	SMN, UNISUP ,	$ 13.00 (Eastman)	(CRESWELL)	Steve Sandman
KZEL-F, 96.1, 43 KW @ 870, AOR	NBC, SOURCE ,	$ 27.00 (Christal)		Dan Gittings

EVANSVILLE

Arbitron Rank/Pop (12+): 140/234,900
MSA Rank/Pop: 158/282,700
ADI # 93
Average Person Ratings: 17.4
Market TSL: 22.75 hours

Stations: 13/10
Diaries: 785/299:1/58.1%
Sample Target: 630
% Below Line: 5.9
% Not Listed: 8.6

1989 Revenue: $10,500,000
HH Inc.: $27,360
Retail $: 2.2 Bil
Pop per Station: 23,490
#1 Biller: WIKY-AF $2,600,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSTO-F	(CHR)	75/18.4	----	22.1	----	19.9	----	175/2027	918/39.1		40.0					WSTO-F
2. WIKY-F	(MOR)	70/17.2	----	19.3	----	24.8	----	82/939	692/29.5		37.6					WIKY-F
3. WYNG-F	(C)	55/13.5	----	16.2	----	14.5	----	71/685	471/20.1		26.4					WYNG-F
4. WKDQ-F	(AC)	52/12.7	----	11.9	----	13.7	----	110/1260	610/26.0		26.8					WKDQ-F
5. WWOK	(BB)	32/ 7.8	----	1.2	----	1.6	----	36/365	300/12.8		3.7					WWOK
6. WRBT-F	(AC)	21/ 5.1	----	----	----	----	----	38/538	304/12.9		0.0					WRBT-F
7. WGBF-F	(AOR)	18/ 4.4	----	6.2	----	7.2	----	29/380	257/10.9		12.2					WGBF-F
8. WBKR-F	(C)	17/ 4.2	----	6.0	----	6.7	----	0/1157	300/12.8		16.3					WBKR-F
9. WIKY	(MOR)	14/ 3.4	----	2.4	----	2.1	----	14/232	213/ 9.1		7.0					WIKY
10.																

12+ FM SHARE (METRO): 84.45% (315 of 373) (SPG 89: 91.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WSTO-F	1 WSTO-F>>	1 WSTO-F	1 WSTO-F	1 WSTO-F	1 WIKY-F>	1 WIKY-F	1 WIKY-F	1 WSTO-F>	1 WSTO-F>>	1 WIKY-F>
2	2 WKDQ-F	2 WKDQ-F	2 WKDQ-F	2 WYNG-F	2 WYNG-F	2 WSTO-F	2 WYNG-F<	2 WIKY-F	2 WKDQ-F	2 WKDQ-F>
3	3 WYNG-F	3 WYNG-F>	3 WYNG-F>	WKDQ-F>	3 WWOK <	3 WYNG-F	3 WSTO-F	3 WKDQ-F	3 WIKY-F	3 WSTO-F>
4	4 WRBT-F	4 WIKY-F	4 WIKY-F	4 WIKY-F	4 WKDQ-F	4 WKDQ-F	4 WKDQ-F	4 WYNG-F	4 WYNG-F	4 WYNG-F
5	5 WGBF-F	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WSTO-F>>	1 WSTO-F>	1 WSTO-F	1 WKDQ-F	1 WKDQ-F	1 WSTO-F>>	1 WSTO-F>>	1 WSTO-F	1 WSTO-F	1 WYNG-F
2 WKDQ-F>>	2 WKDQ-F>	2 WKDQ-F>	2 WSTO-F>	2 WSTO-F	2 WRBT-F>	2 WRBT-F>	2 WRBT-F	2 WYNG-F<	2 WKDQ-F
3 WGBF-F>>	3 WYNG-F	3 WIKY-F>	3 WYNG-F	3 WYNG-F<	3 WBKR-F	3 WYNG-F	3 WGBF-F>	3 WKDQ-F	3 WSTO-F
4 WVHI	4 WIKY-F	4 WRBT-F	4 WIKY-F	4 WIKY-F	WVHI	WGBF-F	4 WKDQ-F>>	4 WRBT-F	4 WRBT-F
WRBT-F	5 WGBF-F	WGBF-F>	5	5	WKDQ-F	5	5 WIKY-F>>	5 WIKY-F	WIKY-F
6	6	6	6	6	WGBF-F>	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		75 (1)	75 (1)	20.1	24.5
AOR/CLASSIC		18 (1)	18 (1)	4.8	8.2
AC/OLDIES/SOFT ROCK		76 (3)	76 (3)	20.4	13.2
MOR/VARIETY	14 (1)	70 (1)	84 (2)	22.5	24.0
COUNTRY		76 (3)	76 (3)	20.4	25.6
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	39 (2)		39 (2)	10.5	2.9
RELIGION/GOSPEL	5 (1)		5 (1)	1.3	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	58 (4)	315 (9)	373 (13)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WSON	860	Henderson	1.7/4.4/ 7/ 130
WVHI	1330	Evansville	1.2/2.1/ 6/ 77
WRAY-F	98.1	Princeton	0.7/3.7/ 20/ 285
WRUL-F	97.3	Carmi	1.0/1.4/ 14/ 148

RADIO STATIONS

WIKY, 1400, 1 KW	SEE WIKY-F					
WSON, 860, 500 W	, NOSTALGIA	SMN,	$ 10.00	(Regional)	(HENDRICKSON, KY)	Henry Lackey
WWOK, 1280, 5 KW/1 KW (DA-N)	, NOSTALGIA	,	$ 14.00	(Katz)		Larry Aiken
WGBF-F, 103.1, 1.7 KW @ 440	, CL AO%	ABC R, SOURCE,	$ 17.00	(Katz)	(HENRICKSON, KY)	Larry Aiken
WIKY-F, 104.1, 39 KW @ 580	, MOR/FULL SER.	MBS ,	$ 55.00	(Christal)	South Central	Charles Blake
WKDQ-F, 99.5, 100 KW @ 500	, AC	ABC I ,	$ 39.00	(McGuild)	(HENRICKSON, KY)	
WRBT-F, 94.9, 50 KW @ 420	, AC	,	$ 15.00	(---)	(MOUNT CARMEL, IL)	Scott Fenneman
WSTO-F, 96.1, 100 KW @ 1000	, CHR	ABC F ,	$ 48.00	(Republic)	(OWENSBORO)	Leonard Norcia
WYNG-F, 105.3, 50 KW @ 500	, COUNTRY	UNIULT ,	$ 40.00	(HNWH)	Pinnacle	Tim Roberts

WBKR-F, See Owensboro in 1990 Small Market Edition...Misellaneous Comments: WIKY-F programs EZ at night...

FARGO

Arbitron Rank/Pop (12+): 207/126,400
MSA Rank/Pop: 246/148,900
ADI # 108
Average Person Ratings: 19.9
Market TSL: 26.25 hours

Stations: 9/9
Diaries: 634/199:1/60.9%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 14.3

1989 Revenue: $6,700,000
HH Inc.: $27,845
Retail $: 1.2 Bil
Pop per Station: 14,044
#1 Biller: KFGO $1,600,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KQWB-F	(AOR)	39/15.5	——	18.5	——	13.3	——	49/554	386/30.5		27.5					KQWB-F
2. WDAY-F	(CHR)	33/13.1	——	18.0	——	17.0	——	63/888	473/37.4		37.6					WDAY-F
3. KVOX-F	(C)	29/11.6	——	10.7	——	12.8	——	42/428	294/23.3		21.8					KVOX-F
4. KLTA-F	(AC)	28/11.2	——	9.4	——	11.2	——	53/532	305/24.1		23.6					KLTA-F
5. WDAY	(MOR)	25/10.0	——	9.4	——	13.8	——	50/654	334/26.4		24.8					WDAY
6. KFGO	(C)	23/ 9.2	——	11.6	——	12.2	——	69/730	245/19.4		26.4					KFGO
7. KFGO-F	(AC)	15/ 6.0	——	5.2	——	5.3	——	34/438	217/17.2		16.2					KFGO-F
8. KVOX	(BB)	12/ 4.8	——	0.4	——	3.2	——	15/185	140/11.1		5.3					KVOX
9. KQWB	(AC)	11/ 4.4	——	3.9	——	4.3	——	15/235	166/13.1		11.8					KQWB
10.																

12+ FM SHARE (METRO): 66.98% (144 of 215) (SPG 89: 69.90%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDAY-F>>	1 KQWB-F>>	1 KQWB-F>	1 KLTA-F	1 KLTA-F<	1 WDAY	1 WDAY-F<	1 KQWB-F	1 KQWB-F	1 KQWB-F	1 KQWB-F
2 KQWB-F>>	2 WDAY-F<	2 KLTA-F	2 KQWB-F	2 KVOX-F	2 KFGO	2 KQWB-F<	2 KLTA-F	2 KLTA-F	2 WDAY-F	2 WDAY >
3 KLTA-F	3 KLTA-F	3 KVOX-F	3 KVOX-F	3 KQWB-F>	3 KVOX-F	3 WDAY <	3 KVOX-F<	3 WDAY-F	3 WDAY	3 WDAY-F
4	4 KVOX-F	4 WDAY-F	4 WDAY-F	4 WDAY-F	4 KVOX	4 KVOX-F	4 WDAY	4 KVOX-F	4 KVOX-F	4 KVOX-F
5	5	5	5	5 WDAY	5	5 KLTA-F	5	5	5	5
6	6	6	6	KFGO-F	6	KFGO	6	6	6	6
7	7	7	7	KFGO	7	7	7	7	7	7
8	8	8	8	8 KQWB	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDAY-F>>	1 KLTA-F	1 KLTA-F>>	1 KLTA-F	1 KLTA-F	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>>	1 KQWB-F>
2 KVOX-F	2 WDAY-F	2 KVOX-F	2 WDAY-F	2 KVOX-F>	2 WDAY-F	2 WDAY-F	2 WDAY-F	2 KVOX-F	2 KVOX-F
3 KQWB-F	3 KVOX-F	KQWB-F>	KVOX-F>	3 WDAY-F	KVOX-F>>	3 KVOX-F	KLTA-F	3 WDAY-F	3 KLTA-F
KLTA-F>>	4 KQWB-F>	4 WDAY-F	4 KQWB-F	WDAY	4	4	4 KVOX-F	4 KLTA-F	KFGO
5	5 KFGO-F	KFGO-F>>	KFGO-F	KFGO-F		5	KQWB	KFGO	5 KQWB
6	6	6	6	6	6	6	KFGO >	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	15.3	20.4
AOR/CLASSIC		39 (1)	39 (1)	18.1	20.9
AC/OLDIES/SOFT ROCK	11 (1)	43 (2)	54 (3)	25.1	20.9
MOR/VARIETY	25 (1)		25 (1)	11.6	10.7
COUNTRY	23 (1)	29 (1)	52 (2)	24.2	25.7
BLACK/URBAN					
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	5.6	1.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	71 (4)	144 (5)	215 (9)		

OTHER RATED STATIONS	METRO CUME TSA TSA SHARE/RTG/AQH/CUME

RADIO STATIONS

KFGO, 790, 5 KW (DA-N), COUNTRY	ABC I, ABC E,	$ 36.00 (CBS)		Richard Voight
KQWB, 1550, 10 KW/5 KW (DA-N), OLDIES	UNISUP,UNIPWR,	$ 12.00 (HNWH)	Brill	Jim Lakoduk
KVOX, 1280, 5 KW/1 KW (DA-N), NOSTALGIA	ABC D, SMN,	$ 11.00 (Torbet)		John Groen
WDAY, 970, 5 KW (DA-N), MOR/FUL SER.	NBC, MBS,	$ 22.00 (Katz)	Forum	Roger Greenley
KFGO-F, 101.9, 100 KW @ 906, AC	ABC E,	$ 18.00 (CBS)		Richard Voight
KLTA-F, 105.1, 100 KW @ 710, AC	,	$ 24.00 (Christal)	Ingstad	Nancy Odney
KQWB-F, 98.7, 100 KW @ 580, AOR	UNIPWR,	$ 24.00 (HNWH)	Brill	Jim Lakoduk
KVOX-F, 99.9, 100 KW @ 440, COUNTRY	ABC D,	$ 25.00 (Torbet)		John Groen
WDAY-F, 93.7, 100 KW @ 1050, CHR	,	$ 25.00 (Katz)	Forum	Roger Greenly

Miscellaneous Comments: KVOX changes from COUNTRY to NOSTALGIA...

FAYETTEVILLE, NC

Arbitron Rank/Pop (12+): 121/298,500

MSA Rank/Pop: 168/261,700
ADI # Raleigh
Average Person Ratings: 16.6
Market TSL: 21.75 hours

Stations: 21/11
Diaries: 749/399:1/51.7%
Sample Target: 690
% Below Line: 12.9
% Not Listed: 10.7

1989 Revenue: $7,400,000
HH Inc.: $21,576
Retail $: 1.8 Bil
Pop per Station: 27,136
#1 Biller: WKML-F $2,200,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WZFX-F	(B)	117/23.6	----	17.6	----	17.5	----	167/1670	1046/35.0		30.0		31.8	246	1931	WZFX-F
2.	WKML-F	(C)	72/14.5	----	17.8	----	12.2	----	171/1658	768/25.7		26.3		14.2	110	1102	WKML-F
3.	WQSM-F	(CHR)	64/12.9	----	13.7	----	14.8	----	97/1289	826/27.7		32.0		11.1	86	929	WQSM-F
4.	WRCQ-F	(CL AOR)	35/ 7.1	----	5.2	----	6.1	----	53/528	381/12.8		14.3					WRCQ-F
5.	WFNC	(MOR)	26/ 5.3	----	4.3	----	6.3	----	27/297	291/ 9.7		11.2		1.9	15	287	WFNC
6.	WSTS-F	(R/G)	24/ 4.8	----	3.2	----	4.3	----	50/568	309/10.4		7.9		3.5	27	353	WSTS-F
7.	WIDU	(G)	15/ 3.0	----	4.1	----	5.1	----	15/159	153/ 5.1		7.7		3.0	23	297	WIDU
8.	WDCG-F	(CHR)	14/ 2.8	----	1.9	----	1.8	----	26/498	328/11.0		7.5		2.6	20	286	WDCG-F
9.	WTRG-F	(O)	13/ 2.6	----	0.6	----	1.2	----	29/396	228/ 7.6		3.1		1.8	14	109	WTRG-F
10.	WRAL-F	(AC)	10/ 2.0	----	2.4	----	4.9	----	18/432	185/ 6.2		9.0		2.3	18	258	WRAL-F

12+ FM SHARE (METRO): 86.65% (383 of 442) (SPG 89: 86.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZFX-F	1 WZFX-F>>	1 WZFX-F>	1 WZFX-F<	1 WZFX-F<	1 WKML-F>	1 WZFX-F	1 WZFX-F	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>
2	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WQSM-F	2 WKML-F	2 WKML-F	2 WKML-F
3	3 WRCQ-F	3 WKML-F>	3 WKML-F>>	3 WKML-F	3 WFNC	WKML-F>	3 WKML-F>	3 WQSM-F>	3 WQSM-F>	3 WQSM-F
4	4 WKML-F	4 WRCQ-F	4 WRCQ-F	4	4 WZFX-F	4 WFNC >	4 WRCQ-F	4 WRCQ-F	4 WRCQ-F	4
5	5	5	5	5	5 WSTS-F	5 WRCQ-F	5 WFNC	5 WSTS-F	5 WFNC	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZFX-F>>	1 WZFX-F>>	1 WQSM-F>>	1 WZFX-F	1 WQSM-F>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F>>	1 WZFX-F
2 WRCQ-F	2 WQSM-F>	2 WZFX-F	2 WQSM-F>	2 WZFX-F	2 WRCQ-F>	2 WRCQ-F	2 WQSM-F	2 WKML-F	2 WKML-F
WQSM-F	3 WRCQ-F	3 WRCQ-F>	3 WKML-F	WKML-F	3 WKML-F	3 WKML-F	WKML-F	3 WRCQ-F	3 WQSM-F>
WKML-F	4	4 WKML-F>	4	4	4 WQSM-F>	4 WQSM-F	4 WRCQ-F>	WQSM-F	4 WRCQ-F
5 WDCG-F	5	5	5	5	5 WTRG-F>>	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		83 (3)	83 (3)	18.8	19.6
AOR/CLASSIC		42 (4)	42 (4)	9.5	6.0
AC/OLDIES/SOFT ROCK		36 (5)	36 (5)	8.1	8.4
MOR/VARIETY	26 (1)		26 (1)	5.9	5.4
COUNTRY		81 (3)	81 (3)	18.3	22.2
BLACK/URBAN		117 (1)	117 (1)	26.5	26.5
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	1.4	2.8
RELIGION/GOSPEL	15 (1)	24 (1)	39 (2)	8.8	8.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	12 (2)		12 (2)	2.7	0.6
	59 (5)	383 (17)	442 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFAI	1230	Fayetteville	1.2/3.6/ 6/ 106
WFMO	860	Fairmont/Lumber	1.4/2.5/ 7/ 95
WJSK-F	102.3	Lumberton	0.8/1.8/ 4/ 73
WYRU	1160	Red Springs	1.0/2.5/ 7/ 105
WZYZ-F	100.9	Fairmont/Lmbrtn	0.6/1.9/ 3/ 92
WKRR-F	92.3	Asheboro/Grnsbr	0.4/3.1/ 6/ 145
WQDR-F	94.7	Raleigh	1.0/4.7/ 21/ 429
WQOK-F	97.5	S. Boston	0.4/1.4/ 2/ 42
WRDU-F	106.1	Wilson	0.4/2.3/ 7/ 136
WYLT-F	96.1	Raleigh	1.0/3.2/ 10/ 158
WZNS-F	92.9	Dillon	1.2/2.3/ 18/ 266
WZZU-F	93.9	Burlington	1.0/4.2/ 8/ 189

RADIO STATIONS

WFNC,	640,	10KW/1 KW (DA-N)	, MOR/FULL SER.	CBS	, $ 20.00	(Katz)	Cape Fear		Victor Dawson
WIDU,	1600,	1 KW/25 W	, GOSPEL		, $ 8.00	(Roslin)			Wes Cookman
WFAI,	1230,	1 KW	, NOST.	UNISUP, UNIULT	, $ 10.00	(McGuild)	Beasley		Danny Highsmith
WKML-F,	95.7,	100 KW @ 1054	, COUNTRY	UNIULT	, $ 50.00	(McGuild)	Beasley	(LUMBERTON)	Danny Highsmith
WQSM-F,	98.1,	100 KW @ 500	, CHR		, $ 47.00	(Katz)	Cape Fear		Victor Dawson
WRCQ-F,	103.5,	50 KW @ 500	, CLASSIC AOR	ABC I	, $ 15.00	(K & P)		(DUNN)	Ron Walton
WSTS-F,	96.5,	100 KW @ 850	, RELIGION	NBC, UNIULT	, $ 10.00	(---)			Jim Bule
WZFX-F,	100.9,	100 KW @ 984	, BLACK	SBN	, $ 38.00	(KMMH)	Joyner		Kelvin Buncum

OTHER RANKED STATIONS -- See Raleigh   Miscellaneous Comments: WDKS changes to WRCQ and format from BLACK to CLASSIC AOR (Dec 89)...

FLINT

Arbitron Rank/Pop (12+): 101/351,300
MSA Rank/Pop: 108/435,900
ADI # 59 (w/Saginaw)
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 25/10
Diaries: 882/398:1/53.7%
Sample Target: 810
% Below Line: 29.0
% Not Listed: 13.2

1989 Revenue: $10,300,000
HH Inc.: $26,589
Retail $: 3.2 Bil
Pop per Station: 35,130
#1 Biller: WCRZ-F $3,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WCRZ-F	(AC)	101/15.9	18.2	14.9	14.4	13.1	——	129/1197	999/28.4	34.2	30.1		14.4	95	1023	WCRZ-F
2. WWCK-F	(CHR)	69/10.9	11.1	10.0	5.7	5.6	——	80/1120	954/27.2	24.0	24.3		14.4	95	1119	WWCK-F
3. WDZZ-F	(B)	67/10.6	12.7	12.6	12.7	17.4	——	67/639	634/18.0	21.3	21.2		16.5	109	968	WDZZ-F
4. WIOG-F	(CHR)	63/ 9.9	9.4	13.0	20.2	22.3	——	105/1482	953/27.1	25.8	31.1		9.4	62	1115	WIOG-F
5. WFDF	(MOR)	41/ 6.5	6.2	5.9	6.7	4.5	——	51/521	450/12.8	14.5	12.2		5.6	37	351	WFDF
6. WKMF	(C)	37/ 5.8	3.7	5.9	4.8	4.0	——	37/339	328/ 9.3	7.4	8.1		3.6	24	270	WKMF
7. WJR	(MOR)	34/ 5.4	7.6	7.5	5.0	6.0	——	61/814	518/14.7	16.2	19.6		4.4	29	395	WJR
8. WFLT	(REL)	29/ 4.6	1.1	2.6	2.5	1.3	——	29/168	168/ 4.8	2.2	5.1		3.3	22	184	WFLT
9. WKCQ-F	(C)	24/ 3.8	3.8	3.6	2.7	2.9	——	41/573	351/10.0	9.9	8.6		2.7	18	240	WKCQ-F
10. WDLZ	(AOR)	12/ 1.9	2.4	2.1	3.7	3.8	——	16/246	186/ 5.3	4.6	10.1		4.1	27	218	WDLZ

12+ FM SHARE (METRO): 69.87% (385 of 551) (SPG 89: 70.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WWCK-F>>	1 WWCK-F	1 WCRZ-F>	1 WCRZ-F>>	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F>	1 WCRZ-F	1 WWCK-F	1 WCRZ-F
2 WIOG-F	WCRZ-F	2 WIOG-F	2 WIOG-F	2 WDZZ-F<	2 WFDF	2 WIOG-F<	2 WIOG-F	2 WWCK-F	2 WCRZ-F	2 WDZZ-F>
3 WDZZ-F	3 WIOG-F	WDZZ-F	WDZZ-F>	3 WIOG-F>	3 WKMF	3 WDZZ-F<	3 WDZZ-F	3 WIOG-F	3 WDZZ-F	3 WJR
4	4 WDZZ-F	4 WWCK-F	4 WWCK-F>	4 WFLT	4 WJR	4 WWCK-F	4 WWCK-F	4 WDZZ-F	4 WJR	WWCK-F
5	5	5	5 WKCQ-F	5 WKCQ-F	5 WDZZ-F	5 WFDF	5 WFDF	5 WKMF	5 WIOG-F	5
6	6	6	6	WKMF	6 WFLT	6 WJR	6 WKMF	WFDF	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCK-F	1 WCRZ-F	1 WCRZ-F>>	1 WCRZ-F>	1 WCRZ-F>	1 WWCK-F>	1 WWCK-F<	1 WIOG-F>	1 WCRZ-F>	1 WCRZ-F>
2 WDZZ-F>	2 WWCK-F	2 WIOG-F	2 WDZZ-F	2 WDZZ-F	2 WDLZ	2 WIOG-F	2 WWCK-F	2 WIOG-F	2 WIOG-F
3 WIOG-F	WDZZ-F	WDZZ-F	3 WIOG-F	3 WIOG-F>	3 WIOG-F	3 WCRZ-F	WCRZ-F	3 WWCK-F>	3 WKCQ-F
WCRZ-F>>	4 WIOG-F	4 WWCK-F>>	4 WWCK-F	4 WWCK-F	WCRZ-F>>	4 WDLZ	4 WDZZ-F	4 WDZZ-F	4 WDZZ-F
5 WTLZ-F>>	5	5 WKCQ-F	5	WFLT	5 WRIF-F	5 WDZZ-F	5 WRIF-F	5 WKCQ-F	5 WWCK-F
6	6	6	6	6	WDZZ-F>>	6	WKCQ-F	6 WDLZ	WKMF
							WCSX-F>>		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	2 (1)	132 (2)	134 (3)	24.3	26.3
AOR/CLASSIC	12 (1)	24 (4)	36 (5)	6.5	3.2
AC/OLDIES/SOFT ROCK	3 (1)	109 (3)	112 (4)	20.3	18.4
MOR/VARIETY	75 (2)		75 (2)	13.6	18.2
COUNTRY	37 (1)	34 (3)	71 (4)	12.9	11.6
BLACK/URBAN		75 (2)	75 (2)	13.6	16.1
BEAUTIFUL/EASY		11 (2)	11 (2)	2.0	1.5
NEWS/TALK	6 (1)		6 (1)	1.1	0.8
NOSTALGIA					
RELIGION/GOSPEL	31 (2)		31 (2)	5.6	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.4
UNKNOWN/OTHERS					
	166 (9)	385 (16)	551 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGMZ-F	101.7	Tuscola	1.1/2.5/ 16/ 182
WTAC	600	Flint/Saginaw	0.3/3.5/ 3/ 136
WWCK	1570	Flint	0.3/1.4/ 2/ 58
WCSX-F	94.7	Birmingham	1.1/3.7/ 22/ 208
WHND	560	Monroe/Detroit	0.5/1.1/ 3/ 58
WHNN-F	96.1	Bay City/Flint	0.8/4.7/ 14/ 331
WITL-F	100.7	Lansing	1.1/3.0/ 20/ 237
WJOI-F	97.1	Detroit	0.6/1.4/ 4/ 56
WKQZ-F	93.3	Midland/Saginaw	0.3/1.5/ 8/ 95
WLLZ-F	98.7	Detroit	0.8/2.8/ 7/ 121
WOMC-F	104.3	Detroit	0.5/1.6/ 5/ 136
WRIF-F	101.1	Detroit	1.6/4.4/ 11/ 192
WTLZ-F	107.1	Saginaw	1.3/8.2/ 8/ 287
WWJ	950	Detroit	0.9/4.3/ 10/ 229
WWWW-F	106.7	Detroit	0.5/1.6/ 15/ 192

RADIO STATIONS

WDLZ, 1330,	5 KW/1 KW (DA-2)	, AOR	SMN	, $ 14.00 (Christal)		Larry Getz
WFDF, 910,	5 KW/1 KW (DA-N)	, NOSTALGIA	CBS	, $ 20.00 (HNWH)		Vernon Merritt
WFLT, 1420,	500 W/144 W	, RELIGION	MBS	, $ 11.00 (P/W)		Neal Mason
WKMF, 1470,	5 KW/1 KW (DA-N)	, COUNTRY		, $ 23.00 (Katz)	Faircom	John Risher
WCRZ-F, 107.9,	50 KW @ 330,	AC		, $ 67.00 (Katz)	Faircom	John Risher
WDZZ-F, 92.7,	3 KW @ 256,	CHR		, $ 40.00 (HNWH)		Vernon Merritt
WWCK-F, 105.5,	3 KW @ 328,	CHR	NBC	, $ 35.00 (Christal)		Mark Steenbarger

OTHER RANKED STATIONS — See Detroit or Saginaw...Miscellaneous Comments: WFLT sold for $225,000...

FORT WAYNE

Arbitron Rank/Pop (12+): 123/294,300

MSA Rank/Pop: 126/370,900
ADI # 101
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 16/13
Diaries: 861/342:1/60.5%
Sample Target: 690
% Below Line: 4.1
% Not Listed: 12.5

1989 Revenue: $11,700,000
HH Inc.: $29,443
Retail $: 2.4 Bil
Pop per Station: 22,638
#1 Biller: WMEE-F $3,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WMEE-F	(CHR)	103/19.9	19.8	23.4	28.8	24.6	----	209/2624	1184/40.2	39.5	45.1					WMEE-F
2. WAJI-F	(AC)	58/11.2	13.7	12.5	18.3	19.1	----	115/1373	694/23.6	24.8	28.0					WAJI-F
3. WOWO-AF	(MOR)	53/10.2	8.8	8.8	9.0	7.2	----	108/1905	832/28.3	27.1	23.7					WOWO-AF
4. WBYR-F	(O)	47/ 9.1	9.0	9.6	----	----	----	146/1725	716/24.3	21.1	23.4					WBYR-F
5. WXKE-F	(AOR)	45/ 8.7	7.4	7.7	9.7	8.3	----	70/759	500/17.0	16.2	16.7					WXKE-F
6. WBTU-F	(C)	32/ 6.2	8.8	6.7	6.1	6.8	----	95/1150	403/13.7	16.7	17.8					WBTU-F
7. WQHK	(C)	27/ 5.2	6.8	5.2	4.2	8.1	----	37/465	304/10.3	13.9	13.3					WQHK
8. WGL	(N/T)	25/ 4.8	4.1	3.3	1.9	1.9	----	31/417	318/10.8	8.5	9.6					WGL
9. WJFX-F	(CHR)	19/ 3.7	----	----	----	----	----	19/218	203/ 6.9	0.0	0.0					WJFX-F
WEZV-F	(AC)	19/ 3.7	4.9	5.8	6.7	8.5	----	20/300	267/ 9.1	13.7	14.0					WEZV-F

12+ FM SHARE (METRO): 76.38% (346 of 453) (SPG 89: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WMEE-F	1 WMEE-F>>	1 WMEE-F>	1 WMEE-F	1 WMEE-F<	1 WOWO-AF>	1 WMEE-F>	1 WMEE-F	1 WMEE-F>	1 WMEE-F>	1 WOWO
2	2 WXKE-F<	2 WAJI-F	2 WAJI-F	2 WAJI-F>	2 WAJI-F	2 WOWO-AF	2 WAJI-F>	2 WAJI-F	2 WXKE-F	2 WBYR-F
3	3 WBYR-F	3 WXKE-F	3 WXKE-F	3 WXKE-F	3 WMEE-F	3 WAJI-F>	3 WBYR-F<	3 WBYR-F	3 WOWO-AF	3 WGL >
4	4 WAJI-F>	WBYR-F	WBYR-F>	WBYR-F	4 WQHK	4 WBYR-F	4 WXKE-F<	4 WXKE-F<	4 WBYR-F	4 WMEE-F
5	5 WJFX-F	5	5 WOWO-AF	5 WOWO-AF	5 WGL	5 WXKE-F	5 WOWO-AF	5 WOWO-AF	5 WJFX-F	5 WXKE-F
6	6	6	6 WBTU-F	6 WBTU-F	6 WBTU-F	6 WQHK	6 WBTU-F	6	WGL	6
7	7	7	7	7	7	7 WBTU-F	7	7	7 WAJI-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F>>	1 WMEE-F	1 WMEE-F>	1 WXKE-F	1 WXKE-F	1 WXKE-F	1 WXKE-F
2 WXKE-F	2 WAJI-F	2 WAJI-F>	2 WAJI-F>	2 WAJI-F>	2 WXKE-F	WBYR-F	WBYR-F>	2 WBYR-F	2 WBYR-F
WBYR-F>>	3 WXKE-F	3 WXKE-F	3 WBYR-F	3 WOWO-AF>	WBYR-F	3 WMEE-F>	3 WMEE-F	3 WMEE-F	3 WAJI-F
4 WJFX-F	4 WBYR-F	4 WBYR-F>	4 WXKE-F>	4 WBYR-F	4 WJFX-F>	4 WAJI-F>	4 WAJI-F>>	4 WAJI-F	4 WMEE-F
WEZV-F	5	5	5 WEZV-F	5 WEZV-F	5 WAJI-F>	5 WJFX-F	5	5	5 WOWO-AF
WAJI-F>	6		WBTU-F	WBTU-F	6	6		6	6 WBTU-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		122 (2)	122 (2)	26.9	26.3
AOR/CLASSIC		45 (1)	45 (1)	9.9	8.7
AC/OLDIES/SOFT ROCK		124 (3)	124 (3)	27.4	26.3
MOR/VARIETY	48 (2)	10 (1)	58 (3)	12.8	12.7
COUNTRY	27 (1)	32 (1)	59 (2)	13.0	13.4
BLACK/URBAN					
BEAUTIFUL/EASY	2 (1)	11 (1)	13 (2)	2.9	7.7
NEWS/TALK	25 (1)		25 (1)	5.5	3.8
NOSTALGIA	5 (1)		5 (1)	1.1	1.2
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		2 (1)	2 (1)	0.4	
	107 (6)	346 (10)	453 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEZR	1450	Fort Wayne	0.4/2.6/ 2/ 77
WIFF-F	105.5	Auburn	0.4/3.0/ 2/ 87
CKLW	800	Windsor	1.0/2.3/ 21/ 249
WLW	700	Cincinnati	1.0/2.8/ 17/ 360
WMRI-F	106.9	Marion	2.1/5.1/ 48/ 627

RADIO STATIONS

WGL , 1250,	2.3KW/1 KW (DA-2),	NEWS/TALK	CNN, TALKNT, $	15.00	(Roslin)		Frank Kovas
WOWO, 1190,	50 KW (DA-N)	, MOR/FULL SER.	CBS, $	35.00	(McGuild)	Price	Jane Bartsch
WQHK, 1380,	5 KW (DA-2)	, COUNTRY	ABC I, $	24.00	(Christal)	Federated	Julie Lockard
WAJI-F, 95.1,	39 KW @ 680,	AC	, $	50.00	(Republic)	Sarkes-Tarzian	Candy Wendling
WBTU-F, 93.3,	50 KW @ 469,	COUNTRY	MBS, $	27.00	(Torbet)	(KENDALVILLE)	Carl Lanci
WBYR-F, 98.9,	50 KW @ 453,	OLDIES	UNIPWR, $	25.00	(Eastman)	(VAN WERTON)	Chris Caggiano
WEZV-F, 101.7,	3 KW @ 328,	EZ/SOFT AC	, $	23.00	(Banner)	Fairfield	Fred Bohn
WJFX-F, 107.9,	2.5 KW @ 350,	CONTEMP.	, $	N/A	(---)	(NEW HAVEN)	
WMEE-F, 97.3,	26 KW @ 689.	CHR	ABC C, $	70.00	(Christal)	Federated	Julie Lockard
WOWO-F, 103.1,	3 KW @ 300,	SEE WOWO-A					
WXKE-F, 103.9,	3 KW @ 328,	AOR	SOURCE, $	25.00	(HNWH)		Bob Taylor

Miscellaneous Comments: WEZV-F changes to SOFT AC in March...WAWK, WBTU-F sold by Ron Kempff for $4,000,000 (Richards)

FRESNO

Arbitron Rank/Pop (12+): 71/505,300
MSA Rank/Pop: 82/619,800
ADI # 62
Average Person Ratings: 17.4
Market TSL: 23.50 hours

Stations: 28/26
Diaries: 994/508:1/53.3%
Sample Target: 890
% Below Line: 2.3
% Not Listed: 10.9

1989 Revenue: $18,500,000
HH Inc.: $27,283
Retail $: 3.5 Bil
Pop per Station: 19,434
#1 Biller: KMJ $3,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KMJ	(N/T)	91/10.3	9.8	11.1	5.8	7.6	9.3	144/1573	995/19.7	21.4	16.3	7.2	62	733	KMJ
2. KBOS-F	(CHR)	90/10.2	7.4	9.0	8.3	8.1	8.7	186/2274	1103/21.8	17.1	19.2	12.3	106	1276	KBOS-F
3. KFSO-F	(O)	63/ 7.2	3.9	5.7	5.3	5.0	5.5	111/1475	816/16.1	14.2	13.1	5.6	48	667	KFSO-F
4. KNAX-F	(C)	59/ 6.7	10.0	8.6	9.2	5.6	8.6	63/872	723/14.3	16.1	11.8	9.3	80	871	KNAX-F
5. KJOI-F	(EZ)	51/ 5.8	5.9	4.7	5.7	8.8	5.5	95/1173	642/12.7	13.7	12.4	4.4	38	449	KJOI-F
6. KKDJ-F	(AOR)	45/ 5.1	4.1	6.1	5.5	5.5	5.2	72/937	592/11.7	13.0	14.7	6.8	59	618	KKDJ-F
7. KZZF-F	(AOR)	37/ 4.2	2.4	1.7	2.4	2.2	2.7	66/765	410/ 8.1	5.2	7.3	5.9	51	435	KZZF-F
KTHT-F	(SAC)	37/ 4.2	3.5	2.2	1.7	1.8	2.9	40/714	564/11.2	8.2	6.8	2.7	23	397	KTHT-F
9. KRZR-F	(CHR)	34/ 3.9	3.6	5.2	4.8	5.1	4.4	39/814	592/11.7	13.1	17.8	5.0	43	652	KRZR-F
10. KFYE-F	(AC)	31/ 3.5	3.6	3.1	1.8	2.9	3.0	72/1274	572/11.3	9.2	8.2	2.7	23	437	KFYE-F
11. KJFX-F	(CL AOR)	25/ 2.8	6.1	6.0	5.4	4.8	5.1	41/771	477/ 9.4	17.4	16.8	7.1	61	905	KJFX-F
12. KFRE	(C)	23/ 2.6	4.9	4.1	2.3	4.0	3.5	67/950	441/ 8.7	8.8	9.4	5.2	45	412	KFRE
KEZL-F	(J/NA)	23/ 2.6	2.9	2.8	2.4	2.2	2.7	23/294	294/ 5.8	4.6	5.0	2.7	23	226	KEZL-F
14. KKAM	(B)	22/ 2.5	0.5	0.6	0.7	1.2	1.1	24/250	228/ 4.5	3.0	3.5	0.9	8	117	KKAM
15. KGST	(SP)	18/ 2.0	2.7	3.8	4.0	4.5	3.1	18/241	241/ 4.8	6.6	6.2	2.3	20	317	KGST
KEYQ	(BB)	18/ 2.0	1.9	1.0	1.5	0.9	1.6	23/362	268/ 5.3	2.3	2.0	0.8	7	127	KEYQ
17. KYNO	(O)	17/ 1.9	0.8	0.7	1.7	1.2	1.3	18/349	334/ 6.6	4.1	4.4	1.4	12	215	KYNO
18. KJUG-F	(C)	16/ 1.8	----	----	0.4	0.3	0.6	71/788	172/ 3.4	0.0	1.7	0.3	3	64	KJUG-F
KFIG-F	(AC)	16/ 1.8	2.8	2.5	3.8	3.5	2.7	17/476	425/ 8.4	9.1	12.2	3.1	27	333	KFIG-F
20. KXEX	(SP)	14/ 1.6	1.5	1.1	4.2	2.2	2.1	14/178	178/ 3.5	3.4	5.8	0.5	4	77	KXEX

12+ FM SHARE (METRO): 70.96% (557 of 785) (SPG 89: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBOS-F>>	1 KKDJ-F<	1 KFSO-F	1 KFSO-F>	1 KFSO-F	1 KMJ >	1 KMJ >	1 KMJ >	1 KBOS-F>	1 KBOS-F>	1 KMJ >>
2	2 KBOS-F>	2 KBOS-F	2 KNAX-F	2 KNAX-F>	2 KJOI-F	2 KBOS-F>	2 KNAX-F<	2 KFSO-F	2 KMJ >	2 KJOI-F<
3	3 KNAX-F	3 KNAX-F<	3 KKDJ-F<	3 KMJ	3 KFSO-F	3 KFSO-F	3 KFSO-F	3 KMJ <	3 KKDJ-F>	3 KBOS-F
4	4 KZZF-F	4 KKDJ-F	4 KMJ <	KKDJ-F<	4 KNAX-F	4 KNAX-F	4 KJOI-F	4 KJOI-F	4 KZZF-F<	4
5	5 KTHT-F<	5 KZZF-F	5 KBOS-F	5 KBOS-F	5	5 KJOI-F	5 KKDJ-F<	5 KNAX-F	5 KFSO-F	5
6	6 KRZR-F	KTHT-F	6 KTHT-F	6 KTHT-F	6	6	6 KBOS-F	6 KKDJ-F	6 KRZR-F	6
	7 KFSO-F	7 KRZR-F								

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KBOS-F>>	1 KBOS-F	1 KTHT-F	1 KFSO-F<	1 KFSO-F>	1 KZZF-F>	1 KKDJ-F	1 KKDJ-F>	1 KKDJ-F	1 KKDJ-F
2 KTHT-F>	2 KTHT-F	2 KNAX-F>	2 KBOS-F	2 KNAX-F	2 KKDJ-F>	2 KZZF-F>	2 KFSO-F	2 KZZF-F	KFSO-F
3 KRZR-F	3 KNAX-F>	3 KFSO-F	3 KTHT-F	3 KTHT-F	3 KRZR-F	3 KRZR-F	3 KRZR-F	3 KFSO-F<	3 KMJ <
KNAX-F	4 KKDJ-F	KBOS-F	4 KNAX-F>	KJOI-F	KBOS-F>	KBOS-F	KBOS-F	4 KNAX-F	4 KNAX-F
5 KKDJ-F	5 KFSO-F	5 KKDJ-F>	5 KJOI-F	5 KBOS-F	5 KNAX-F	5 KNAX-F	5 KNAX-F	5 KMJ	5 KEZL-F
6 KJFX-F	6 KRZR-F	6 KFYE-F	KFYE-F	6 KFYE-F	6 KXMX-F>>	6 KFSO-F	KMJ	KBOS-F<	6 KZZF-F
							7 KZZF-F	7 KRZR-F	KKAM
									KBOS-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		124 (2)	124 (2)	15.8	20.7
AOR/CLASSIC		107 (3)	107 (3)	13.6	9.0
AC/OLDIES/SOFT ROCK	17 (1)	151 (5)	168 (6)	21.4	18.5
MOR/VARIETY	5 (1)		5 (1)	0.6	0.4
COUNTRY	23 (1)	79 (3)	102 (4)	13.0	12.0
BLACK/URBAN	22 (1)		22 (1)	2.8	2.8
BEAUTIFUL/EASY		51 (1)	51 (1)	6.5	10.2
NEWS/TALK	91 (1)		91 (1)	11.6	9.2
NOSTALGIA	18 (1)		18 (1)	2.3	1.0
RELIGION/GOSPEL	10 (2)		10 (2)	1.3	0.5
SPANISH	42 (3)	22 (2)	64 (5)	8.2	15.6
CLASSICAL					
JAZZ/NEW AGE		23 (1)	23 (1)	2.9	
UNKNOWN/OTHERS					
	228 (11)	557 (17)	785 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFIG	1430	Fresno	0.6/1.8/ 5/ 111
KIRV	1510	Fresno	0.7/1.4/ 7/ 102
KOQO	790	Clovis/Fresno	1.1/1.9/ 11/ 117
KOQO-F	101.9	Fresno	1.0/4.2/ 18/ 324
KRDU	1130	Dinuba	0.5/1.9/ 8/ 168
KSEQ-F	97.1	Visalia/Fresno	0.5/2.9/ 33/ 497
KOMX-F	92.1	Madera	1.5/3.0/ 13/ 165
KUBB-F	96.3	Mariposa/Mdesto	0.5/2.5/ 48/ 672

RADIO STATIONS

KEYQ	980	500 W/48 W	Nostalgia		$18.00	(CBS)	Americom		Karl Crass
KFRE	940	50 KW (DA-2)	Country	ABC D UNISUP	$26.00	(HNWH)	First Sierra		Al Grosby
KGST	1600	5 KW (DA-N)	Hispanic		$28.00	(Lotus)	Lotus		Dan Cratty
KKAM	1340	1 KW	Black	CBS	$21.00	(CBS)			Ed Prince
KMJ	580	5 KW	News/Talk	TALKNT NBC	$56.00	(Katz)	Henry		Al Smith
KOQO	790	5 KW/2.5 KW (DA-2)	-- see KOQO-F						
KOXEX	1550	5 KW/2.5 KW (DA-2)	Hispanic		$20.00	(SBS)			S. Sonder
KYNO	1300	5 KW/1 KW (DA-N)	Oldies	SMN	$18.00	(Banner)	Brown		Trini Amador
KBOS-F	94.7	17 KW @ 847	CHR	ABC FM	$37.00	(CBS)		(TULARE)	Ed Prince
KFIG-F	101.1	50 KW @ 310	AC		$30.00	(Torbet)			Phil Davis
KFSO-F	92.9	18 KW @ 847	Oldies		$41.00	(CBS)	Americom	(VISALIA)	Karl Crass
KFYE-F	93.7	68 KW @ 1912	AC		$33.00	(Katz)	Henry		Al Smith
KJFX-F	95.7	18 KW @ 850	Classic AOR		$33.00	(Banner)	Brown		Trini Amador
KJOI-F	98.9	19 KW @ 820	EZ	UNIULT	$30.00	(MMR)			Scott Moseley
KKDJ-F	105.9	2.4 KW @ 1960	AOR		$50.00	(Durpetti)			Wallace Heuser
KNAX-F	97.9	48 KW @ 312	Country	ABC E	$46.00	(HNWH)	First Sierra		Al Grosby
KOQO-F	101.9	2 KW @ 1948	Hispanic	CRC	$25.00	(Caballero)	Group III		Ed Distel
KRZR-F	103.7	50 KW @ 500	CHR/AOR		$27.00	(Christal)	Olympia	(HANFORD)	Jim Votaw
KTHT-F	102.7	50 KW @ 500	Soft AC		$31.00	(Christal)			Randy Rahe
KOMX-F	92.1	25 KW @ 312	Hispanic	UPI	$22.00	(Katz Hisp)		(MADERA)	Pat Ryan
KZZF-F	107.5	21 KW @ 783	AOr	SMN	$30.00	(Republic)	Liggett	(HANFORD)	Michael Scott
KEZL-F	96.7	25 KW @ 300	Jazz/NAC		$21.00	(K & P)		(FOWLER)	Bill Donahue

Misc: KEAP changes to KEYQ (Jan) . . . KYNO-F changes to KJFX-F and format from CHR to Classic AOR (March) . . . KOJY-F changes to KJOI-F (Feb) . . . KCLQ changes to KZZF (Feb) . . .KRZR-F sold by Olympia to Fred Sands for $1,500,000 (MVP) . . . 50% of KEZL-F sold to Atsinger $650,000...

GRAND RAPIDS

Arbitron Rank/Pop (12+): 66/544,500

MSA Rank/Pop: 72/674,500
ADI # 37 (w/Kalamazoo)
Average Person Ratings: 17.0
Market TSL: 22.25 hours

Stations: 27/19
Diaries: 1057/515:1/59.2%
Sample Target: 920
% Below Line: 8.9
% Not Listed: 15.5

1989 Revenue: $23,800,000
HH Inc.: $31,191
Retail $: 4.7 Bil
Pop per Station: 28,657
#1 Biller: WCUZ-AF $3,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGRD-F	(CHR)	106/11.5	9.1	8.0	10.6	8.3	9.8	156/2578	1547/28.4	24.8	23.4		16.7	152	1552	WGRD-F
2. WOOD-F	(EZ)	92/10.0	9.7	9.5	10.2	11.4	9.9	146/2054	1160/21.3	19.7	22.4		9.7	54	784	WOOD-F
3. WLAV-F	(AOR)	63/ 6.8	6.4	8.5	5.8	7.9	6.9	101/1343	836/15.4	17.6	17.5		9.0	82	1140	WLAV-F
WCUZ-F	(C)	63/ 6.8	8.5	11.0	7.0	7.0	8.3	120/1500	820/15.1	20.8	16.4		6.8	62	717	WCUZ-F
5. WODJ-F	(O)	60/ 6.5	7.4	3.9	0.4	0.7	4.6	104/1555	860/15.8	8.7	2.0		5.9	54	784	WODJ-F
6. WLHT-F	(AC)	58/ 6.3	7.2	7.7	7.8	7.7	7.3	71/1213	932/17.1	18.4	15.9		5.6	51	674	WLHT-F
7. WKLQ-F	(CHR)	54/ 5.9	5.8	6.5	5.6	4.4	5.9	82/1650	1054/19.4	19.3	19.3		7.1	65	1020	WKLQ-F
8. WOOD	(MOR)	47/ 5.1	6.5	6.4	5.5	7.4	5.9	54/813	677/12.4	13.3	14.2		5.1	46	766	WOOD
9. WSNX-F	(CHR)	32/ 3.5	2.8	3.2	5.6	3.7	3.8	109/1484	592/10.8	11.9	15.7		3.1	28	578	WSNX-F
10. WYXX-F	(SAC)	31/ 3.4	2.9	1.6	2.7	2.1	2.7	35/584	407/ 7.5	7.3	6.2		2.3	21	308	WYXX-F
11. WCUZ	(C)	27/ 2.9	1.5	1.5	3.0	3.1	2.2	27/447	410/ 7.5	5.6	8.5		1.4	13	177	WCUZ
12. WMUS-F	(C)	25/ 2.7	5.0	4.4	4.2	4.8	4.1	71/1092	458/ 8.4	9.4	12.0		4.2	38	441	WMUS-F
13. WJFM-F	(O)	24/ 2.6	3.0	5.5	6.0	3.7	4.3	61/1134	501/ 9.2	12.7	12.3		3.2	29	506	WJFM-F
14. WFUR-F	(REL)	18/ 2.0	3.0	2.0	0.7	2.3	1.9	24/634	440/ 8.1	8.5	8.0		1.4	13	401	WFUR-F
15.																

12+ FM SHARE (METRO): 83.72% (653 of 780) (SPG 89: 80.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGRD-F>>	1 WGRD-F	1 WGRD-F	1 WODJ-F	1 WODJ-F	1 WOOD-F>	1 WOOD-F<	1 WOOD-F<	1 WGRD-F	1 WGRD-F>>	1 WOOD >>
2	2 WLAV-F	2 WLAV-F	2 WLAV-F<	2 WCUZ-F	2 WCUZ-F	2 WGRD-F	2 WGRD-F	2 WOOD-F	2 WKLQ-F	2 WLAV-F
3	3 WLHT-F<	3 WODJ-F<	3 WLHT-F	3 WLHT-F<	3 WOOD	3 WCUZ-F<	3 WCUZ-F	3 WODJ-F	3 WLAV-F	3 WOOD-F
4	4 WKLQ-F	4 WLHT-F	4 WCUZ-F>	4 WLAV-F	4 WODJ-F>	4 WOOD	4 WODJ-F	4 WLHT-F<	4 WOOD <	4 WKLQ-F
5	5	5 WKLQ-F	5 WGRD-F	5 WOOD-F	5 WCUZ	5 WLAV-F	5 WLAV-F	5 WLAV-F<	5 WOOD-F<	5
6	6	6 WCUZ-F	6	6 WGRD-F	6	6	6 WLHT-F	6 WCUZ-F<	6 WLHT-F	6
								7 WKLQ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGRD-F>>	1 WGRD-F<	1 WLHT-F>	1 WLHT-F<	1 WLHT-F	1 WGRD-F	1 WLAV-F>	1 WLAV-F>	1 WLAV-F>	1 WLAV-F
2 WLHT-F	2 WLHT-F>	2 WGRD-F	2 WGRD-F>	2 WOOD-F	2 WKLQ-F	2 WKLQ-F<	2 WJFM-F	2 WODJ-F	2 WODJ-F
3 WKLQ-F>>	3 WKLQ-F	3 WLAV-F	3 WODJ-F	WODJ-F	3 WLAV-F>>	3 WGRD-F>	3 WSNX-F	3 WKLQ-F	3 WCUZ-F>
4 WSNX-F	4 WLAV-F>	4 WKLQ-F	4 WOOD-F	4 WCUZ-F	4 WSNX-F	4 WSNX-F	4 WCUZ-F	WGRD-F	4 WLHT-F
WODJ-F	5 WYXX-F	5 WYXX-F	WKLQ-F	5 WGRD-F	5 WODJ-F	5 WJFM-F	5 WYXX-F	5 WCUZ-F	WJFM-F
WLAV-F	6	6 WJFM-F	WCUZ-F	6	6 WGRD	6 WODJ-F	WODJ-F	6	6
WKWM							WLHT-F		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		192 (3)	192 (3)	24.6	20.0
AOR/CLASSIC		67 (2)	67 (2)	8.6	9.7
AC/OLDIES/SOFT ROCK	4 (1)	177 (5)	181 (6)	23.2	18.5
MOR/VARIETY	65 (4)	3 (1)	68 (5)	8.7	10.4
COUNTRY	29 (2)	88 (2)	117 (4)	15.0	19.3
BLACK/URBAN	13 (1)		13 (1)	1.7	2.1
BEAUTIFUL/EASY		92 (1)	92 (1)	11.8	14.0
NEWS/TALK	12 (2)		12 (2)	1.5	1.3
NOSTALGIA					
RELIGION/GOSPEL	4 (1)	34 (2)	38 (3)	4.9	4.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	127 (11)	653 (16)	780 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGRD	1410	Grand Rapids	0.4/1.6/ 6/ 155
WHTC	1450	Holland	1.3/3.3/ 19/ 248
WJQK-F	99.3	Zeeland/Holland	1.7/5.4/ 20/ 373
WKWM	1140	Kentwood/Gr.Rpd	1.4/2.4/ 16/ 160
WWJQ	1260	Zeeland/Holland	0.4/1.4/ 5/ 89
WEVS-F	92.7	Saugatuck	0.4/1.0/ 4/ 89
WGN	720	Chicago	0.4/1.8/ 6/ 142
WKBZ	850	Muskegon	0.3/0.9/ 9/ 217
WLCS-F	98.3	N. Muskegon	0.4/1.3/ 12/ 257
WLUP	1000	Chicago	0.9/1.6/ 11/ 118
WMUS	1090	Muskegon/GrRpds	0.2/0.2/ 2/ 82

RADIO STATIONS

WCUZ ,	1230,	1 KW — See WCUZ-FM					
WKWM ,	1140,	5 KW (DAYS, DA),	Black	SBN, $16.00	(Patt)		Richard Culpepper
WOOD ,	1300,	5 KW (DA-N) ,	MOR/Full Service	NBC, $54.00	(Katz)	United Artists	Jim White
WCUZ-F,	101.3,	50 KW @ 420 ,	Country	ABC I, $75.00	(Christal)	Federated	Ron Dykstra
WFUR-F,	102.9,	48 KW @ 510 ,	Religion	, $15.00	(Patt)	Kuiper	Bill Kuiper
WGRD-F,	97.9,	13 KW @ 590 ,	CHR	ABC C, $42.00	(Durpetti)	Regional	Jim Davis
WJFM-F,	93.7,	320 KW @ 780 ,	Oldies	CBS, $36.00	(Mc-Guild)	Fetzer	Jake Phillips
WKLQ-F,	94.5,	50 KW @ 500 ,	CHR/AOR	ABC FM, $44.00	(Eastman)	Bloomington	Bart Brandmiller
WLAV-F,	96.9,	50 KW @ 500 ,	AOR	SOURCE, $62.00	(MMR)	Adams	Gary Lewis
WLHT-F,	95.7,	41 KW @ 554 ,	AC	, $66.00	(Republic)	Liggett	Phil Catlett
WODJ-F,	107.3,	50 KW @ 492 ,	Oldies	, $40.00	(Banner)	Goodrich (GREENVILLE)	Bob Lewis
WOOD-F,	105.7,	265 KW @ 810 ,	EZ	, $57.00	(Katz)	United Artists	Jim White
WYXX-F,	96.1,	50 KW @ 492 ,	Soft AC	UNISUP, $24.00	(Patt)	(HOLLAND)	Chris Martin
WMUS-F,	106.9,	50 KW @ 460 ,	Country	ABC D, $39.00	(HNWH)	(MUSKEGON)	Tim Achterhoff
WSNX-F,	104.5,	50 KW @ 360 ,	CHR	UNIPWR, $34.00	(Banner)	Goodrich (MUSKEGON)	Jeff Scarpelli

Misc. Comments . . . WKTH-AM changes to WGRD-AM (May) . . .

GREEN BAY

Arbitron Rank/Pop (12+): 183/157,000

MSA Rank/Pop: 208/193,000
ADI # 67 (w/Appleton)
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 14/6
Diaries: 686/229:1/65.6%
Sample Target: 550
% Below Line: 28.9
% Not Listed: 15.7

1989 Revenue: $8,000,000
HH Inc.: $28,717
Retail $: 1.5 Bil
Pop per Station: 26,166
#1 Biller: WIXX-F $2,600,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WIXX-F	(CHR)	69/24.0	----	25.3	----	29.0	----	192/2499	791/50.4		49.0		31.0	88	880	WIXX-F
2.	WAPL-F	(AOR)	52/18.1	----	14.3	----	12.2	----	190/1956	515/32.8		28.0		19.7	56	557	WAPL-F
3.	WGEE	(C)	25/ 8.7	----	8.4	----	13.1	----	51/674	345/22.0		20.6		12.0	34	399	WGEE
4.	WQLH-F	(SAC)	22/ 7.7	----	9.2	----	11.4	----	46/788	293/18.7		23.2		8.5	24	315	WQLH-F
5.	WDUZ	(MOR)	16/ 5.6	----	9.9	----	7.3	----	20/305	253/16.1		23.7		6.0	17	251	WDUZ
6.	WNFL	(AC)	15/ 5.2	----	6.6	----	8.2	----	19/324	272/17.3		20.5		2.8	8	211	WNFL
7.	WKFX-F	(AC)	14/ 4.9	----	4.0	----	1.6	----	34/549	188/12.0		12.7		1.4	4	114	WKFX-F
8.	WJLM-F	(C)	12/ 4.2	----	7.3	----	7.3	----	24/326	195/12.4		16.0		4.6	13	176	WJLM-F
9.																	
10.																	

12+ FM SHARE (METRO): 72.31% (175 of 242) (SPG 89: 67.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIXX-F>>	1 WAPL-F	1 WIXX-F<	1 WIXX-F	1 WIXX-F>	1 WGEE >	1 WIXX-F>	1 WAPL-F	1 WIXX-F>	1 WIXX-F>>	1 WIXX-F
2 WAPL-F>>	2 WIXX-F>>	2 WAPL-F>>	2 WAPL-F>	2 WAPL-F>	2 WIXX-F>	2 WAPL-F	2 WIXX-F>	2 WAPL-F>>	2 WAPL-F>	2 WAPL-F
3	3 WQLH-F>	3 WQLH-F	3 WQLH-F	3 WQLH-F	3 WQLH-F	3 WGEE >>	3 WQLH-F>	3 WQLH-F>	3 WNFL >	3
4	4	4 WKFX-F	4 WKFX-F	4 WKFX-F	WNFL	4 WQLH-F	4 WGEE	4	4	4
5	5	5	5	5 WGEE	WDUZ	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIXX-F>>	1 WIXX-F>>	1 WIXX-F	1 WIXX-F>>	1 WIXX-F>>
2 WAPL-F>>	2 WAPL-F	2 WQLH-F>>	2 WAPL-F	2 WQLH-F>
3	3 WQLH-F>	3 WAPL-F>	WQLH-F>	3 WGEE
4	4	4 WJLM-F>>	4	WDUZ
5	5	5	5	5

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>>	1 WAPL-F>
2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>>	2 WIXX-F>
3	3	3 WKFX-F>	3 WKFX-F>	3 WKFX-F>
4	4	4	4	4 WQLH-F
5	5	5	5	WNFL

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		69 (1)	69 (1)	28.5	27.9
AOR/CLASSIC		52 (1)	52 (1)	21.5	15.8
AC/OLDIES/SOFT ROCK	17 (2)	38 (3)	55 (5)	22.7	12.6
MOR/VARIETY	16 (1)		16 (1)	6.6	13.4
COUNTRY	26 (2)	12 (1)	38 (3)	15.7	17.8
BLACK/URBAN		3 (1)	3 (1)	1.2	
BEAUTIFUL/EASY					10.1
NEWS/TALK					1.2
NOSTALGIA	8 (1)		8 (1)	3.3	
RELIGION/GOSPEL		1 (1)	1 (1)	0.4	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	67 (6)	175 (8)	242 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAUN-F	92.7	Kewaunee	1.0/3.6/ 10/ 164
WEMI-F	100.1	Neenah-Menasha	0.3/1.4/ 6/ 171
WNAM	1280	Neenah-Menasha	2.8/7.5/ 41/ 566
WOZZ-F	93.5	New London/Aplt	0.7/4.9/ 27/ 499
WQWM	1050	Kaukauna	0.7/2.9/ 11/ 262
WYNE	1150	Kimberly	0.3/2.0/ 28/ 383

RADIO STATIONS

WDUZ ,	1400,	1 KW	,	MOR	ABC E, $18.00	(Mc-Guild)			Michael Watts
WGEE ,	1360,	5 KW (DA-N)	,	Country	ABC D, $24.00	(Banner)	Midwest		D.E. Wright
WNFL ,	1440,	5 KW/1 KW (DA-2)	,	AC	NBC, $20.00	(Katz)	WinCom		Craig Eckert
WIXX-F,	101.1,	100 KW @ 1080	,	CHR	, $56.00	(Banner)	Midwest		D.E. Wright
WJLM-F,	95.9,	3 KW @ 308	,	Country	SMN MBS, $15.00	(K & P)		(DE PERE)	Jack LeDuc
WQLH-F,	98.5,	100 KW @ 500	,	Soft AC	ABC E, $20.00	(Mc-Guild)			Michael Watts

Misc: WDUZ-F changes to WQLH-F and format to Soft AC (Jan) . . .

Other rated stations — See Appleton-Oshkosh

GREENSBORO-WS

Arbitron Rank/Pop (12+): 50/787,400

MSA Rank/Pop: 56/934,000
ADI # 49
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 30/21
Diaries: 1224/643:1/53.9%
Sample Target: 1100
% Below Line: 4.9
% Not Listed: 11.4

1989 Revenue: $22,000,000
HH Inc.: $26,025
Retail $: 11.3 Bil
Pop per Station: 37,495
#1 Biller: WTQR-F $4,250,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTQR-F	(C)	209/15.3	18.2	13.8	15.3	15.9	15.7	391/4094	2194/27.9	22.9	27.5		14.4	201	2230	WTQR-F
2. WKRR-F	(CL AOR)	163/11.9	10.2	9.6	11.4	9.2	10.8	240/2602	1564/19.9	17.5	17.0		15.0	210	1813	WKRR-F
3. WJMH-F	(B)	100/ 7.3	7.1	8.8	7.1	11.5	7.6	159/2070	1293/16.4	18.6	18.9		10.5	146	1702	WJMH-F
4. WMAG-F	(AC)	92/ 6.7	5.8	6.9	5.0	5.7	6.1	121/1653	1158/14.7	15.4	14.3		4.8	67	819	WMAG-F
5. WQMG-F	(B)	82/ 6.0	5.8	4.5	4.8	4.0	5.3	108/1348	961/12.2	9.9	9.8		11.2	156	1093	WQMG-F
6. WKZL-F	(CHR)	78/ 5.7	4.7	6.0	5.6	5.8	5.5	98/1830	1300/16.5	14.6	16.7		4.9	68	1141	WKZL-F
7. WWWB-F	(AC)	77/ 5.6	5.8	5.2	4.6	3.9	5.3	125/1766	1012/12.9	11.7	11.6		2.3	32	840	WWWB-F
8. WSJS	(N/T)	64/ 4.7	5.8	4.5	3.8	4.8	4.7	67/914	865/11.0	9.6	10.3		4.0	56	773	WSJS
WKSI-F	(CHR)	64/ 4.7	4.2	3.9	3.4	3.9	4.1	88/2075	1217/15.5	13.1	13.8		5.1	71	850	WKSI-F
10. WMQX-F	(O)	47/ 3.4	3.4	4.9	4.2	4.2	4.0	110/1653	831/10.6	12.9	10.5		4.9	69	758	WMQX-F
11. WMMY-F	(EZ)	40/ 2.9	3.4	3.0	1.9	2.4	2.8	56/822	547/ 6.9	8.0	5.5					WMMY-F
12. WRDX-F	(AC)	20/ 1.5	——	1.6	1.1	0.4	1.0	47/495	270/ 3.4	2.3	1.3					WRDX-F
WPCM-F	(C)	20/ 1.5	1.6	1.4	1.9	2.0	1.6	92/1317	366/ 4.6	4.3	6.3		1.3	18	243	WPCM-F
WAAA	(B)	20/ 1.5	0.8	2.0	1.7	1.4	1.5	20/225	225/ 2.9	3.9	3.3		0.9	12	257	WAAA
15.																

12+ FM SHARE (METRO): 87.56% (1063 of 1214) (SPG 89: 84.34%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMH-F<	1 WKRR-F>>	1 WKRR-F	1 WTQR-F	1 WTQR-F	1 WTQR-F>>	1 WTQR-F>	1 WTQR-F	1 WTQR-F	1 WTQR-F<	1 WTQR-F>
2 WKZL-F	2 WTQR-F	2 WTQR-F>	2 WKRR-F>	2 WKRR-F>	2 WSJS	2 WKRR-F>	2 WKRR-F>	2 WKRR-F>	2 WKRR-F	2 WSJS
3 WKSI-F	3 WJMH-F	3 WMAG-F<	3 WMAG-F	3 WMAG-F	3 WWWB-F	3 WSJS	3 WMAG-F	3 WJMH-F	3 WJMH-F>	3 WKRR-F
4 WQMG-F	4 WQMG-F<	4 WJMH-F	4 WWWB-F<	4 WWWB-F	WMAG-F>	4 WMAG-F	4 WWWB-F	4 WWWB-F	4 WQMG-F	4 WMFR
WKRR-F	5 WKZL-F	5 WQMG-F	5 WJMH-F	5 WJMH-F	5 WMMY-F	5 WKZL-F<	5 WJMH-F	WMAG-F	5 WKSI-F<	WQMG-F
6	6 WKSI-F	6 WWWB-F	6 WQMG-F	6 WQMG-F	6	6 WQMG-F	6 WQMG-F	6 WQMG-F	6 WSJS	6 WJMH-F
7	7 WMAG-F	7	7 WMQX-F	7	7	7	7 WKZL-F	7 WKZL-F	7 WKZL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRR-F	1 WKRR-F>	1 WMAG-F	1 WTQR-F	1 WTQR-F>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>>	1 WKRR-F>	1 WKRR-F
2 WKZL-F<	2 WJMH-F<	WKRR-F	2 WMAG-F	2 WMAG-F	2 WTQR-F	2 WTQR-F	2 WTQR-F	2 WTQR-F>	2 WTQR-F>>
3 WJMH-F	3 WMAG-F<	3 WTQR-F	3 WKRR-F	3 WWWB-F	WQMG-F	WQMG-F>	WQMG-F>	3 WQMG-F	3 WMAG-F
4 WKSI-F	4 WTQR-F	4 WJMH-F	4 WJMH-F	4 WKRR-F	WKSI-F	4 WJMH-F<	4 WJMH-F	4 WJMH-F	WJMH-F<
5 WTQR-F	WKZL-F	5 WKZL-F	5 WKZL-F	5 WJMH-F	5 WKZL-F	5 WKSI-F	5 WMQX-F	5 WWWB-F	5 WWWB-F
6 WQMG-F	6 WKSI-F	6 WWWB-F	6 WWWB-F	6 WMQX-F	6 WJMH-F>>	6	6 WKSI-F	6 WMAG-F	WQMG-F
7 WMAG-F	7	7 WMQX-F	7 WQMG-F	7	7	7	7	7	7
		8 WKSI-F	8 WKSI-F						

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		147 (3)	147 (3)	12.1	12.1
AOR/CLASSIC		167 (2)	167 (2)	13.8	10.0
AC/OLDIES/SOFT ROCK		247 (6)	247 (6)	20.3	16.9
MOR/VARIETY					6.7
COUNTRY		244 (4)	244 (4)	20.1	20.6
BLACK/URBAN	36 (2)	187 (3)	223 (5)	18.4	20.9
BEAUTIFUL/EASY		40 (1)	40 (1)	3.3	3.0
NEWS/TALK	64 (1)		64 (1)	5.3	
NOSTALGIA	28 (3)		28 (3)	2.3	3.5
RELIGION/GOSPEL	23 (2)	24 (2)	47 (4)	3.9	5.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		7 (1)	7 (1)	0.6	0.4
	151 (8)	1063 (22)	1214 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGLD	1320	Greensboro	0.5/1.4/ 7/ 114
WHPE-F	95.5	High Point	0.7/2.9/ 27/ 469
WMFR	1230	High Point	1.2/3.0/ 17/ 237
WPET	950	Greensboro	0.6/1.3/ 9/ 125
WQMG	1510	Greensboro	1.2/1.5/ 16/ 126
WTNC	790	Thomasville	1.1/2.7/ 16/ 228
WTOB	1380	Winston-Salem	0.3/2.1/ 4/ 187
WMGL-F	94.1	Lexington/WS	1.0/2.8/ 19/ 396
WDCG-F	105.1	Durham/Raleigh	0.4/2.8/ 46/ 839
WEZC-F	102.9	Hickory/Chrltte	0.4/1.4/ 19/ 378
WFMX-F	105.7	Statesville	0.7/4.1/ 55/1041
WMXC-F	104.7	Charlotte	0.4/1.7/ 35/ 487
WPEG-F	97.9	Concord	0.4/1.6/ 32/ 379
WRFX-F	99.7	Kannapolis/Chrl	0.5/1.6/ 32/ 497
WSOC-F	103.7	Charlotte	0.4/2.2/ 61/1102
WZZU-F	93.9	Burlington/Rlgh	0.3/1.7/ 26/ 636

RADIO STATIONS

WAAA	980	1 KW/69 W	Black	NBN	$17.00	(Roslin)		Mutter Evans
WMFR	1230	1 KW	Nostalgia	ABC I APR	$21.00	(Christal)	Voyager	Dick Harlow
WSJS	600	5 KW (DA-2)	MOR/Full Service	NBC MBS	$44.00	(Mc-Guild)	New Market	Tom Kennedy
WHPE-F	95.5	100 KW @ 522	Religion		$14.00	(—)		Judd Mast
WJMH-F	102.1	66 KW @ 1165	Black/Urban		$50.00	(HNWH)	Beasley (REIDSVILLE)	Roger Stockton
WKRR-F	92.3	100 KW @ 1288	Classic AOR		$70.00	(Katz)	Dick	Allen Dick
WKSI-F	98.7	100 KW @ 1035	CHR		$42.00	(Republic)	Bahakel	
WKZL-F	107.5	100 KW @ 500	CHR	ABC R	$45.00	(Banner)	Nationwide	Chuck Holloway
WMAG-F	99.5	100 KW @ 1500	AC		$77.00	(Christal)	Voyager	Dick Harlow
WMQX-F	93.1	100 KW @ 1099	Oldies		$39.00	(Durpetti)	Guild	Jeff Silver
WPCM-F	101.1	100 KW @ 1176	Country	MBS	$23.00	(—)	(BURLINGTON)	Catherine Harris
WQMG-F	97.1	100 KW @ 1234	Black	RADRAD	$40.00	(Banner)		Nancy Cooper
WTQR-F	104.1	100 KW @ 1420	Country	MBS	$94.00	(Mc-Guild)	New Market	Tom Kennedy
WMMY-F	94.5	100 KW @ 982	EZ	UNIULT	$25.00	(Katz)	Ragan Henry (EDEN)	Michael Whalen
WWMB-F	100.3	100 KW @ 1035	AC	UNISUP UNIULT	$46.00	(MMR)	Mann	Ed Weiss
WMGL-F	94.1	100 KW @ 485	Religion		$17.00	(—)	(LEXINGTON)	Bill Hilton

GREENVILLE - NEW BERN - WASHINGTON, NC

Arbitron Rank/Pop (12+): 85/418,800
MSA Rank/Pop: NA
ADI # 105
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 21/18
Diaries: 976/429:1/56.6%
Sample Target: 810
% Below Line: 7.8
% Not Listed: 15.5

1989 Revenue: NA
HH Inc.: NA
Retail $: 2.8 Bil
Pop per Station: 23,266
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIKS-F (B)	134/18.7	20.2	16.9	19.6	23.1	----	161/1683	1170/27.9	29.7	28.2					WIKS-F
2. WRNS-F (C)	123/17.2	11.1	14.6	15.0	14.4	----	148/1636	1096/26.2	22.0	24.3					WRNS-F
3. WDLX-F (CHR)	61/ 8.5	8.6	11.0	9.6	11.6	----	112/1768	846/20.2	20.3	22.4					WDLX-F
4. WNCT-F (EZ)	35/ 4.9	6.0	6.1	7.9	5.8	----	78/845	403/ 9.6	12.4	11.7					WNCT-F
WKOO-F (O)	35/ 4.9	4.9	3.5	3.9	2.0	----	41/460	403/ 9.6	8.5	8.5					WKOO-F
6. WZYC-F (AOR)	34/ 4.8	3.7	4.7	8.2	7.0	----	34/552	526/12.6	11.2	12.9					WZYC-F
7. WRDU-F (AOR)	25/ 3.5	1.5	1.9	1.7	2.4	----	110/1049	287/ 6.9	4.8	4.5					WRDU-F
8. WTRG-F (AC)	23/ 3.2	2.7	1.9	0.9	0.8	----	82/1018	276/ 6.6	8.1	5.7					WTRG-F
9. WXQR-F (AOR)	22/ 3.1	3.0	1.9	2.9	3.1	----	32/226	189/ 4.5	5.5	3.7					WXQR-F
WSFL-F (AC)	22/ 3.1	4.2	7.2	6.2	7.6	----	23/493	424/10.1	12.0	15.0					WSFL-F
11. WHTE-F (B)	18/ 2.5	3.8	3.2	2.9	----	----	62/702	295/ 7.0	8.1	6.6					WHTE-F

12+ FM SHARE (METRO): 94.04% (568 of 604) (SPG 89: 89.43%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIKS-F>>	1 WIKS-F>	1 WIKS-F	1 WRNS-F	1 WRNS-F	1 WRNS-F>>	1 WRNS-F	1 WRNS-F	1 WIKS-F<	1 WIKS-F>>	1 WIKS-F>>
2 WDLX-F	2 WRNS-F	2 WRNS-F>	2 WIKS-F>>	2 WIKS-F>>	2 WIKS-F	2 WIKS-F>>	2 WIKS-F>	2 WRNS-F>>	2 WRNS-F	2 WRNS-F>>
3	3 WDLX-F>	3 WDLX-F>	3 WKOO-F	3 WKOO-F	3 WNCT-F	3 WDLX-F>	3 WDLX-F	3 WDLX-F>	3 WDLX-F>	3 WDLX-F
4	4 WZYC-F	4 WZYC-F	4 WTRG-F	4 WTRG-F	4 WKOO-F	4 WKOO-F	4 WNCT-F	4 WKOO-F<	4 WZYC-F	4
5	5	5 WKOO-F	5	5 WZYC-F	5	5 WNCT-F	5 WKOO-F	5 WNCT-F	5	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIKS-F>>	1 WIKS-F>>	1 WIKS-F>	1 WIKS-F>	1 WRNS-F	1 WDLX-F	1 WIKS-F	1 WIKS-F	1 WRNS-F<	1 WRNS-F>
2 WDLX-F	2 WRNS-F>	2 WRNS-F>>	2 WRNS-F>>	2 WIKS-F>>	2 WIKS-F>	2 WDLX-F	2 WRNS-F>	2 WIKS-F>	2 WIKS-F>>
3 WRNS-F	3 WDLX-F>	3 WKOO-F	3 WDLX-F	3 WKOO-F	3 WXQR-F>	3 WRNS-F	3 WZYC-F>>	3 WDLX-F>	3 WZYC-F
4 WRDU-F>	4 WRDU-F	4 WSFL-F	4 WKOO-F	4 WTRG-F	4 WRDU-F	4 WZYC-F	4 WVVY-F	4 WZYC-F	WKOO-F
5 WZYC-F	5	WDLX-F	5 WSFL-F	WSFL-F	WRNS-F	5 WXQR-F	WHTE-F	5 WXQR-F	5
WXQR-F>	6	6	6	6	6	6	WDLX-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		61 (1)	61 (1)	10.1	13.1
AOR/CLASSIC		81 (3)	81 (3)	13.4	9.8
AC/OLDIES/SOFT ROCK		96 (5)	96 (5)	15.9	13.6
MOR/VARIETY	6 (1)		6 (1)	1.0	1.4
COUNTRY	13 (2)	131 (2)	144 (4)	23.8	20.8
BLACK/URBAN		152 (2)	152 (2)	25.2	22.7
BEAUTIFUL/EASY		35 (1)	35 (1)	5.8	6.9
NEWS/TALK	5 (1)		5 (1)	0.8	
NOSTALGIA					
RELIGION/GOSPEL	12 (1)		12 (1)	2.0	4.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.7	
UNKNOWN/OTHERS		8 (1)	8 (1)	1.3	7.6
	36 (5)	568 (16)	604 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCZI-F	98.3	Washington/Grnv	0.6/1.7/ 4/ 90
WELS	1010	Kinston	1.5/2.9/ 11/ 121
WJNC	1240	Jacksonville	0.8/1.8/ 6/ 75
WOOW	1340	Greenville	1.7/2.3/ 12/ 98
WRHT-F	96.3	Morehead City	0.8/3.2/ 6/ 135
WRNS	960	Kinston	0.3/0.9/ 6/ 65
WRQR-F	94.3	Farmville/Grnvl	1.4/3.7/ 11/ 204
WRRF	930	Washington	0.7/1.5/ 6/ 86
WVVY-F	99.5	Grifton	1.1/2.9/ 8/ 122
WKTC-F	96.9	Tarboro/Rky Mnt	1.1/4.5/ 52/ 748

RADIO STATIONS

WELS, 1010, 1 KW (DAYS) , COUNTRY , $ 10.00 (---) (KINSTON) Jack Hankins
WOOW, 1340, 1 KW (DA-1) , GOSPEL , $ 9.00 (Southern) (GREENVILLE) Jim Rouse

WDLX-F, 93.3, 100 KW @ 1780, CHR ABC F , $ 31.00 (Banner) (WASHINGTON) Zoth Pitts
WHTE-F, 103.7, 50 KW @ 330, BLACK , $ 13.00 (McGuild) (WILLIAMSTON) Louis Miller
WIKS-F, 101.9, 100 KW @ 983, BLACK ABC C, UNIULT, $ 37.00 (HNWH) (NEW BERN) Mike Brinkley
WKOO-F, 98.7, 100 KW @ 978, OLDIES , $ 17.00 (Eastman) (JACKSONVILLE) Ron Brown
WNCT-F, 107.9, 100 KW @ 1701, EZ ABC E, CBS, $ 21.00 (MMR) Park (WASHINGTON) Joe Mule

WRNS-F, 95.1, 100 KW @ 1500, COUNTRY UNIULT, $ 39.00 (McGuild) Pinnacle (KINSTON) Webster James
WSFL-F, 106.5, 100 KW @ 915, AC UNIPWR, $ 18.00 (Eastman) Caravelle (NEW BERN) Jerry McKeown
WXQR-F, 105.5, 3 KW @ 300, AOR SOURCE, ABC F, $ 13.00 (Market4) (JACKSONVILLE) Bill Waldron
WZYC-F, 103.3, 100 KW @ 593, AOR ABC R , $ 16.00 (Christal) (NEWPORT) Ben Ball

OTHER RANKED STATIONS — See Raleigh

GREENVILLE-SPARTANBURG

Arbitron Rank/Pop (12+): 58/643,400

MSA Rank/Pop: 81/623,800
ADI # 35 (w/Asheville)
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 25/19
Diaries: 1395/461:1/52.1%
Sample Target: 1010
% Below Line: 5.8
% Not Listed: 10.7

1989 Revenue: $20,000,000
HH Inc.: $23,181
Retail $: 4.9 Bil
Pop per Station: 33,863
#1 Biller: WESC-AF $4,800,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WMYI-F	(AC)	144/12.9	15.9	11.4	10.4	9.4	12.6	245/2855	1580/24.6	25.1	19.8		14.3	163	1685	WMYI-F
2.	WESC-F	(C)	142/12.7	11.3	11.8	12.8	9.3	12.1	257/2700	1488/23.1	22.2	20.8		1.2	14	218	WESC-F
3.	WSSL-F	(C)	123/11.0	8.5	9.3	11.1	8.4	10.0	202/2313	1343/20.9	17.4	19.6		12.0	137	1345	WSSL-F
4.	WANS-F	(CHR)	105/ 9.4	8.7	8.3	9.3	10.4	8.9	150/2051	1472/22.9	19.2	18.5		12.7	145	1418	WANS-F
5.	WSPA-F	(EZ)	93/ 8.3	8.5	7.9	7.2	7.3	8.0	137/1479	863/13.4	14.9	14.7		3.5	40	625	WSPA-F
6.	WCKN-F	(CL AOR)	67/ 6.0	3.9	5.4	5.7	4.1	5.3	78/1243	840/13.1	11.6	10.3		8.2	93	991	WCKN-F
7.	WLWZ-F	(B)	63/ 5.6	5.2	6.1	6.1	7.8	5.8	63/634	634/ 9.9	9.3	11.5		8.1	92	1044	WLWZ-F
8.	WFBC-F	(AC)	56/ 5.0	5.5	5.6	7.9	9.0	6.0	77/1230	812/12.6	16.3	21.0		2.9	33	655	WFBC-F
9.	WCKZ-F	(CHR)	35/ 3.1	5.4	4.4	3.8	3.8	4.2	86/1031	445/ 6.9	8.3	8.3		4.5	51	647	WCKZ-F
10.	WPJM	(BB)	34/ 3.0	2.7	—	—	—	1.4	34/249	239/ 3.7	0.0	0.0					WPJM
11.	WFBC	(N/T)	18/ 1.6	2.0	2.0	1.5	2.5	1.8	18/255	238/ 3.7	5.1	5.5		2.3	26	417	WFBC
12.	WHYZ	(B)	16/ 1.4	1.0	3.0	0.7	1.3	1.5	16/243	227/ 3.5	2.8	2.7		2.0	23	401	WHYZ
	WBBO-F	(J/NA)	16/ 1.4	1.5	1.6	1.1	2.1	1.4	26/437	234/ 3.6	5.5	5.6		1.6	18	232	WBBO-F
14.	WSPA	(MOR)	14/ 1.3	2.8	2.1	2.1	2.3	2.1	16/388	307/ 4.8	6.8	5.8		1.1	13	224	WSPA
15.																	

12+ FM SHARE (METRO): 89.10% (891 of 1000) (SPG 89: 88.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WANS-F>>	1 WMYI-F>	1 WMYI-F>	1 WMYI-F>	1 WMYI-F>	1 WESC-F>	1 WESC-F	1 WMYI-F	1 WMYI-F	1 WANS-F>	1 WESC-F<
2 WLWZ-F>	2 WANS-F	2 WSSL-F	2 WSSL-F	2 WESC-F	2 WSPA-F	2 WMYI-F	2 WESC-F<	2 WSSL-F<	2 WSSL-F	2 WLWZ-F>>
3 WCKZ-F	3 WCKN-F	3 WESC-F<	WESC-F>	3 WSSL-F>	3 WSSL-F>	3 WSSL-F>	3 WSSL-F	3 WESC-F	3 WSPA-F	3 WSSL-F
4	4 WSSL-F>	4 WANS-F	4 WCKN-F	4 WCKN-F	4 WMYI-F>	4 WANS-F	4 WSPA-F>	4 WANS-F	WLWZ-F	4 WMYI-F
5	5 WLWZ-F	5 WCKN-F	5 WLWZ-F<	5 WLWZ-F	5 WFBC-F	5 WSPA-F>	5 WANS-F<	5 WSPA-F	5 WESC-F	5 WANS-F
6	6	6	6 WFBC-F	WFBC-F	6	6 WLWZ-F	6 WCKN-F	6	WCKN-F	6
			WANS-F						7 WMYI-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WANS-F>	1 WMYI-F>>	1 WMYI-F>>	1 WMYI-F>	1 WMYI-F>	1 WANS-F>	1 WCKN-F<	1 WCKN-F	1 WMYI-F	1 WESC-F
2 WCKZ-F	2 WANS-F	2 WSSL-F	2 WSSL-F	2 WSSL-F	2 WMYI-F	2 WMYI-F	2 WMYI-F>>	2 WCKN-F	2 WMYI-F
3 WSSL-F	3 WSSL-F>	3 WLWZ-F	3 WANS-F	WESC-F>>	3 WCKN-F	3 WANS-F>	3 WSSL-F	3 WSSL-F	3 WSSL-F<
4 WMYI-F	4 WLWZ-F	4 WANS-F>	4 WESC-F>	4 WLWZ-F<	4 WSSL-F>	4 WSSL-F>	WANS-F	4 WESC-F	4 WCKN-F>
WCKN-F>	5 WCKZ-F	5 WCKN-F	5 WLWZ-F	5 WSPA-F	5 WZZG-F	5 WLWZ-F	5 WLWZ-F	5 WANS-F	5 WFBC-F
6 WLWZ-F>	WCKN-F	6 WESC-F>	6	WFBC-F	WESC-F	6 WESC-F	WFBC-F>	6	6 WLWZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		42 (2)	42 (2)	4.2	7.2
AOR/CLASSIC		67 (1)	67 (1)	6.7	4.7
AC/OLDIES/SOFT ROCK		216 (4)	216 (4)	21.6	22.1
MOR/VARIETY	14 (1)		14 (1)	1.4	2.7
COUNTRY	10 (1)	274 (3)	284 (4)	28.4	23.2
BLACK/URBAN	16 (1)	63 (1)	79 (2)	7.9	11.5
BEAUTIFUL/EASY		102 (2)	102 (2)	10.2	9.5
NEWS/TALK	18 (1)		18 (1)	1.8	2.8
NOSTALGIA	34 (1)		34 (1)	3.4	
RELIGION/GOSPEL	12 (3)	6 (1)	18 (4)	1.8	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		16 (1)	16 (1)	1.6	2.4
UNKNOWN/OTHERS	5 (1)		5 (1)	0.5	1.0
	109 (9)	786 (15)	1000 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCKI	1300	Greer	0.4/1.0/ 5/ 63
WESC	660	Greenville	0.9/2.1/ 12/ 213
WMUU-F	94.5	Greenville	0.8/4.3/ 17/ 464
WRIX	1020	Homeland Path	0.6/1.4/ 8/ 104
WRIX-F	103.1	Home.Path/Ander	0.8/2.2/ 11/ 173
WTBI	1540	Pickens	0.4/1.0/ 4/ 66
WFGW	1010	Black Mountain	0.1/0.6/ 0/ 0
WFOX-F	97.1	Gainsville	0.7/2.2/ 27/ 443
WMIT-F	106.9	Black Mountain	0.5/1.3/ 28/ 533
WWMG-F	96.1	Shelby	0.7/2.7/ 24/ 321
WZZG-F	95.1	Charlotte	0.6/1.3/ 10/ 202

RADIO STATIONS

WFBC ,	1330,	5 KW (DA-N) ,	News/Talk	NBC SUN, $23.00	(Katz)	Multimedia	Jeff Outten
WHYZ ,	1070,	50 KW (DAYS,DA) ,	Black	, $25.00	(K & P)		Martin McClung
WPJM ,	800,	1 KW (DAYS) ,	Nostalgia	ABC I, $19.00	(—)	(GREER)	John Salter
WSPA ,	950,	5 KW (DA-N) ,	MOR	CBS, $24.00	(Mc-Guild)		Larry Alverson
WANS-F,	107.3,	100 KW @ 1010 ,	CHR	, $50.00	(Chrirstal)	Degree (ANDERSON)	Ron Thompson
WBBO-F,	93.3,	93 KW @ 2030 ,	Jazz/NAC	, $25.00	(—)	(FOREST CITY)	Don Trapp
WCKN-F,	101.1,	100 KW @ 986 ,	Classic AOR	ABC R, $45.00	(Durpetti)	ABS (ANDERSON)	Kerry Fink
WFBC-F,	93.7,	100 KW @ 1850 ,	AC	ABC D, $65.00	(Katz)	Multimedia	Jeff Outten
WESC-F,	92.5,	100 KW @ 2000 ,	Country	ABC E, $95.00	(Banner)		Allen Power
WLWZ-F,	103.9,	3 KW @ 328 ,	Black	, $32.00	([illegible])	Voyager	Bill Johnston
WMUU-F,	94.5,	100 KW @ 1200 ,	EZ	APR, $18.00	(—)		Jim Dickson
WMYI-F,	102.5,	20 KW @ 1782 ,	AC	, $88.00	(Republic)	AmCom (HNDRSNVLE)	Leigh Earle-Walker
WSPA-F,	98.9,	100 KW @ 1910 ,	EZ	, $40.00	(Mc-Guild)		Larry Alverson
WSSL-F,	100.5,	100 KW @ 1241 ,	Country	UNIPWR, $44.00	(Christal)	Capstar (GRAY COURT)	John Cullen

HARRISBURG

Arbitron Rank/Pop (12+): 74/497,200	Stations: 28/17	1989 Revenue: $13,100,000
	Diaries: 1012/491:1/58.1%	HH Inc.: $29,989
MSA Rank/Pop: 86/593,700	Sample Target: 880	Retail $: 4.9 Bil
ADI # 45 (w/Lancaster & York)	% Below Line: 19.7	Pop per Station: 29,247
Average Person Ratings: 17.4	% Not Listed: 13.1	#1 Biller: WYNK-F $5,700,000
Market TSL: 23.25 hours		

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WNNK-F	(CHR)	150/17.4	15.3	19.6	17.0	19.0	17.3	170/2073	1688/34.0	37.1	38.3		21.9	151	1682	WNNK-F
2. WTPA-F	(AOR)	71/ 8.2	6.7	6.6	6.3	6.6	6.9	113/1189	730/14.7	12.6	12.5		12.4	86	774	WTPA-F
3. WRKZ-F	(C)	61/ 7.1	6.9	9.7	7.2	9.9	7.7	135/1659	678/13.6	16.7	18.6		5.9	41	533	WRKZ-F
4. WNCE-F	(EZ)	60/ 6.9	5.8	4.5	6.0	7.4	5.8	176/1815	591/11.9	8.8	12.0		4.1	28	307	WNCE-F
5. WHP	(MOR)	57/ 6.6	6.4	5.9	5.4	6.1	6.1	67/867	712/14.3	15.7	15.0		5.9	41	479	WHP
6. WWKL-F	(O)	54/ 6.3	5.3	3.6	4.6	2.9	4.9	97/1187	603/12.1	7.9	6.6		5.6	39	417	WWKL-F
7. WQXA-F	(CHR)	35/ 4.1	4.8	5.6	3.9	2.8	4.6	113/1819	610/12.3	14.4	12.6		8.2	57	846	WQXA-F
WLBR	(MOR)	35/ 4.1	3.5	2.0	3.0	2.2	3.2	38/474	409/ 8.2	6.5	6.2					WLBR
9. WHYL	(BB)	32/ 3.7	4.1	3.6	0.7	0.2	3.0	43/458	341/ 6.9	5.9	0.0		1.3	9	146	WHYL
10. WIMX-F	(AC)	26/ 3.0	4.1	5.4	4.1	4.6	4.2	32/718	573/11.5	12.5	12.0		5.9	41	470	WIMX-F
WHYL-F	(C)	26/ 3.0	2.0	2.6	2.9	3.9	2.6	26/349	316/ 6.4	5.8	8.9		3.6	25	369	WHYL-F
12. WXBB-F	(SAC)	25/ 2.9	5.0	3.6	6.3	4.8	4.4	37/841	556/11.2	10.4	12.1		4.1	28	380	WXBB-F
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.76% (599 of 751) (SPG 89: 84.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>	1 WNNK-F	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>	1 WNNK-F>>
2 WQXA-F	2 WTPA-F>>	2 WTPA-F>	2 WWKL-F<	2 WWKL-F	2 WNCE-F<	2 WHP	2 WNCE-F<	2 WTPA-F	2 WQXA-F<	2 WHP >
3	3 WRKZ-F	3 WWKL-F	3 WTPA-F>	3 WTPA-F	3 WHP >	3 WTPA-F	3 WTPA-F<	3 WNCE-F	3 WTPA-F	3 WTPA-F
4	4 WQXA-F	4 WRKZ-F	4 WRKZ-F>	4 WRKZ-F>	4 WRKZ-F<	4 WRKZ-F	4 WWKL-F	4 WRKZ-F<	4 WRKZ-F	WLBR <
5	5 WHTF-F	5	5 WIMX-F	5 WNCE-F	5 WWKL-F	5 WWKL-F	5 WRKZ-F	5 WWKL-F	5 WLBR	5 WRKZ-F
6	6	6	6	WIMX-F	6 WLBR	6	6 WHP	6	WHP	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>	1 WNNK-F>>		1 WTPA-F	1 WTPA-F>>	1 WTPA-F>>	1 WTPA-F	1 WTPA-F
2 WQXA-F	2 WTPA-F>	2 WTPA-F	2 WRKZ-F	2 WRKZ-F		2 WNNK-F>>	2 WNNK-F>	2 WNNK-F	2 WNNK-F>	2 WNNK-F<
3 WTPA-F>>	3 WQXA-F	WRKZ-F>	3 WWKL-F	3 WWKL-F>		3 WQXA-F	3 WHTF-F	3 WWKL-F	3 WWKL-F>	3 WWKL-F>
4	WRKZ-F	4 WXBB-F	4 WTPA-F	4 WIMX-F		4 WHTF-F>>	4 WRKZ-F	4 WRKZ-F	4 WRKZ-F<	4 WRKZ-F>
5	5 WXBB-F	WWKL-F	5 WXBB-F	5 WNCE-F		5	5 WQXA-F	5 WHTF-F>>	5 WHTF-F	5
6	6	WUFM-F	6	WXBB-F		6	WWKL-F	6	6	6
		WIMX-F								
		8 WHYL-F								

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		193 (4)	193 (4)	25.7	28.6
AOR/CLASSIC		102 (4)	102 (4)	13.6	10.0
AC/OLDIES/SOFT ROCK	9 (1)	127 (5)	136 (6)	18.1	19.4
MOR/VARIETY	100 (4)		100 (4)	13.3	10.0
COUNTRY		102 (4)	102 (4)	13.6	18.2
BLACK/URBAN					
BEAUTIFUL/EASY		60 (1)	60 (1)	8.0	9.5
NEWS/TALK	8 (1)		8 (1)	1.1	
NOSTALGIA	32 (1)		32 (1)	4.3	1.6
RELIGION/GOSPEL	3 (1)	12 (1)	15 (2)	2.0	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		3 (1)	3 (1)	0.4	1.2
	152 (8)	599 (20)	751 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAHT	1510	Annville-Cleona	0.6/1.1/ 9/ 101
WCMB	1460	Harrisburg	1.0/3.5/ 10/ 215
WHGB	1400	Harrisburg	0.3/1.8/ 5/ 109
WKBO	1230	Harrisburg	0.9/4.5/ 12/ 246
WQIN	1290	Lykens	0.3/1.0/ 4/ 65
WUFM-F	100.1	Lebanon	1.5/3.1/ 14/ 195
WYGL-F	100.5	Elizabethville	0.3/0.9/ 6/ 120
WARM-F	103.3	York	1.0/3.1/135/1570
WDAC-F	94.5	Lancaster	1.4/4.6/ 60/ 791
WGRX-F	100.7	Westmnstr/Balt.	0.9/3.5/ 35/ 641
WGTY-F	107.7	Gettysburg	0.8/2.2/ 75/ 642
WHTF-F	92.7	Starview	2.3/6.0/ 57/ 922
WIOV-F	105.1	Ephrata/Lncstr	0.9/2.0/ 73/ 859
WLAN-F	96.9	Lancaster	0.3/2.7/ 63/1220
WQKX-F	94.1	Sunbury	0.3/1.8/ 26/ 312
WYCR-F	98.5	York/Hanover	0.6/4.2/ 90/1509

RADIO STATIONS

WCMB ,	1460,	5 KW (DA-N) ,	Oldies	NBC UNISUP, $15.00	(Eastman)		
WHP ,	580,	5 KW (DA-N) ,	MOR/Full Service	CBS NBC, $34.00	(MMR)	Commonwealth	Ken Gaines
WHYL ,	960,	5 KW/22 W (DA-1),	Nostalgia	UNIULT, $16.00	(——)	(CARLISLE)	Lincoln Ieve
WLBR ,	1270,	5 KW/1 KW (DA-2) ,	MOR	ABC I, $17.00	(K & P)		Lester Etter
WHYL-F,	102.3,	3 KW @ 328 ,	Countnry	CNN UNIULT, $88.00	(——)	(CARLISLE)	Lincoln Ieve
WIMX-F,	99.3,	3 KW @ 328 ,	AC	, $34.00	(Eastman)		Brian Danzis
WNNK-F,	104.1,	22 KW @ 725 ,	CHR	APR, $101.00	(Christal)	Keymarket	Carol O'Leary
WRKZ-F,	106.7,	14 KW @ 928 ,	Country	ABC E, $80.00	(Torbet)	Zimmerman (HERSHEY)	Nancy Tulli
WTPA-F,	93.5,	1 KW @ 620 ,	AOR	ABC R, $31.00	(Republic)		Michael Brandon
WWKL-F,	94.9,	25 KW @ 700 ,	Oldies	UNIULT, $37.00	(Katz)	Barnstable	Dana Harmon
WXBB-F,	97.3,	17 KW @ 840 ,	Soft AC	, $32.00	(MMR)	Commonwealth	Ken Gaines

Other ranked stations -- See York or Lancaster

Misc: WHP-F changes to WXBB-F in Feb and format to Soft AC . . .

HARTFORD

Arbitron Rank/Pop (12+): 40/982,400
MSA Rank/Pop: 44/1,114,300
ADI # 23 (w/New Haven)
Average Person Ratings: 17.2
Market TSL: 22.75 hours

Stations: 25/16
Diaries: 1290/762:1/51.4%
Sample Target: 1230
% Below Line: 14.9
% Not Listed: 13.3

1989 Revenue: $36,900,000
HH Inc.: $37,576
Retail $: 10.0 Bil
Pop per Station: 61,400
#1 Biller: WTIC $9,200,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTIC	(MOR)	316/18.7	16.8	15.0	15.5	15.9	16.5	392/4101	2976/30.3	28.4	33.6		13.6	208	2468	WTIC
2. WTIC-F	(CHR)	140/ 8.3	10.5	11.2	12.7	13.7	10.7	245/4584	2621/26.7	29.8	30.7		12.4	190	2850	WTIC-F
3. WRCH-F	(EZ)	127/ 7.5	8.2	7.6	8.0	9.0	7.8	206/3123	1760/17.9	17.0	19.6		6.6	101	1108	WRCH-F
4. WKSS-F	(CHR)	125/ 7.4	5.8	5.3	5.9	4.0	6.1	230/3940	2153/21.9	19.4	18.5		5.3	81	1501	WKSS-F
5. WWYZ-F	(C)	115/ 6.8	9.1	7.8	5.7	7.4	7.4	226/2743	1342/13.7	15.8	16.0					WWYZ-F
6. WCCC-AF	(AOR)	107/ 6.3	5.0	5.9	6.6	5.3	5.9	163/2745	1594/16.2	17.3	17.7		9.3	143	1511	WCCC-AF
7. WDRC-F	(O)	106/ 6.3	4.8	6.4	4.8	5.9	5.6	195/2939	1553/15.8	17.8	16.9		5.8	88	1199	WDRC-F
8. WIOF-F	(AC)	98/ 5.8	5.6	6.9	4.8	5.6	5.8	151/2413	1500/15.3	16.7	13.9		3.9	59	919	WIOF-F
WHCN-F	(AOR)	98/ 5.8	5.5	5.8	5.8	6.1	5.7	154/2683	1589/16.2	16.7	17.2		8.6	132	1471	WHCN-F
10. WAQY-F	(AOR)	38/ 2.3	1.8	1.6	1.5	2.1	1.8	132/2199	714/ 7.3	6.9	7.6		2.4	36	761	WAQY-F
11. WPLR-F	(AOR)	26/ 1.5	1.8	1.0	0.9	1.1	1.3	95/1968	681/ 6.9	7.7	7.1		1.4	21	650	WPLR-F
WDRC	(O)	26/ 1.5	1.2	1.8	1.2	1.0	1.4	27/410	366/ 3.7	4.0	3.8		0.6	9	231	WDRC
13. WKCI-F	(CHR)	25/ 1.5	1.2	1.1	1.1	1.4	1.2	147/2460	569/ 5.8	6.8	7.8		0.6	9	236	WKCI-F
WPOP	(N/T)	25/ 1.5	3.3	2.6	2.5	1.9	2.5	27/791	690/ 7.0	9.0	9.2		2.1	32	626	WPOP

12+ FM SHARE (METRO): 70.20% (1027 of 1463) (SPG 89: 72.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKSS-F<	1 WHCN-F<	1 WTIC-F<	1 WDRC-F	1 WTIC	1 WTIC >>	1 WTIC >>	1 WRCH-F	1 WTIC-F	1 WTIC >	1 WTIC >>
2 WTIC-F	2 WCCC-AF<	2 WCCC-AF	2 WCCC-AF	WDRC-F	2 WRCH-F	2 WRCH-F	2 WKSS-F	WTIC	2 WKSS-F>	2 WDRC-F<
3	3 WKSS-F<	3 WHCN-F	3 WTIC-F	3 WWYZ-F	3 WWYZ-F>	3 WKSS-F	3 WTIC-F	3 WRCH-F	3 WTIC-F	3 WWYZ-F
4	4 WTIC-F>	4 WKSS-F	4 WWYZ-F	4 WCCC-AF<	4 WDRC-F	4 WDRC-F	WTIC	4 WWYZ-F<	4 WRCH-F	WTIC-F
5	5 WIOF-F	WDRC-F	WIOF-F	5 WTIC-F	5	5 WIOF-F	WIOF-F	5 WKSS-F	5 WCCC-AF<	WDRC
6	6 WDRC-F	6 WTIC <	WHCN-F	6 WRCH-F<	6	WTIC-F	WDRC-F<	6 WDRC-F	6 WDRC-F	6
7	7	7 WIOF-F	7 WTIC <	7 WIOF-F	7	7 WHCH-F	7 WHCN-F<	7 WCCC-AF	7	7
8	8	8 WRCH-F<	8 WRCH-F	8 WHCN-F	8	8	8 WWYZ-F	WHCN-F<	8	8
9	9	9 WWYZ-F	9 WKSS-F	9	9	9	9 WCCC-AF	9 WIOF-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSS-F	1 WTIC-F	1 WTIC-F<	1 WTIC-F>	1 WTIC-F	1 WHCN-F>	1 WHCN-F	1 WCCC-AF	1 WCCC-AF	1 WCCC-AF
2 WTIC-F>>	2 WKSS-F>	2 WIOF-F	2 WKSS-F	2 WTIC	2 WCCC-AF	2 WCCC-AF>	2 WHCN-F>>	2 WHCN-F>	2 WHCN-F
3 WDRC-F	3 WIOF-F	3 WDRC-F	3 WDRC-F	WIOF-F	3 WKSS-F	3 WKSS-F	3 WIOF-F	3 WDRC-F	WDRC-F
4 WTIC	4 WDRC-F	4 WCCC-AF	4 WIOF-F	4 WWYZ-F	4 WAQY-F>	4 WAQY-F	4 WKSS-F	4 WTIC	4 WTIC
5 WCCC-AF	5 WCCC-AF	WKSS-F	5 WRCH-F	WRCH-F	5 WPLR-F	5 WPLR-F	WDRC-F	WKSS-F	5 WWYZ-F
6 WHCN-F	6 WRCH-F	6 WRCH-F	6 WWYZ-F<	WDRC-F>	WTIC-F>	WTIC-F	6 WPLR-F	6	6 WRCH-F
7 WIOF-F	WHCN-F	7 WHCN-F	7 WTIC	7 WKSS-F	7	7	WAQY-F	7	7 WIOF-F
8	8	8 WWYZ-F>	8	8		8	WTIC-F>	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		290 (3)	290 (3)	19.8	21.6
AOR/CLASSIC	2 (1)	281 (6)	283 (7)	19.3	16.5
AC/OLDIES/SOFT ROCK	39 (2)	214 (3)	253 (5)	17.3	15.9
MOR/VARIETY	323 (2)		323 (2)	22.1	18.5
COUNTRY		115 (1)	115 (1)	7.9	8.8
BLACK/URBAN	10 (1)		10 (1)	0.7	0.6
BEAUTIFUL/EASY	9 (1)	127 (1)	136 (2)	9.3	10.2
NEWS/TALK	48 (3)		48 (3)	3.3	3.6
NOSTALGIA					3.5
RELIGION/GOSPEL					
SPANISH	5 (1)		5 (1)	0.3	0.8
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	436 (11)	1027 (14)	1463 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCNX	1150	Middletown	0.4/1.1/ 7/ 127
WKND	1480	Windsor	0.6/1.8/ 10/ 200
[illegible]	1470	Meriden	0.8/1.2/ 17/ 117
WNEZ	910	New Britain/Hrt	0.5/2.0/ 9/ 192
WRYM	840	New Britain	0.3/1.0/ 7/ 146
WCBS	880	New York	0.3/1.7/ 37/ 859
WFAN	660	New York	1.1/4.4/ 71/1225
WMAS-F	94.7	Springfield	0.6/2.9/ 84/1239
WRKI-F	95.1	Brookfield	0.4/1.2/ 33/ 653
WWRX-F	103.7	Westerly/prov	0.5/1.4/ 57/ 858

RADIO STATIONS

WDRC, 1300, 5 KW (DA-N)	, SEE WDRC-F					
WKND, 1480, 500 W (DAYS,DA)	, BLACK	SBN	, $ 20.00 (—)			Marion Thornton
WNEZ, 910, 5 KW (DA-N)	, EZ/NOST.		, $ 25.00 (Banner)			Enzo DeDominicis
WPOP, 1410, 5 KW (DA-2)	, NEWS/TALK	CBS	, $ 42.00 (Eastman)	Merv Griffin		Jim Esposito
WRYM, 840, 1 KW (DAYS)	, HISPANIC		, $ 20.00 (Caballero)			Barry Kursman
WTIC, 1080, 50 KW (DA-N)	, MOR/FULL SER.	NBC	, $ 190.00 (Katz)	Chase		Bob Dunn
WCCC-F, 106.9, 23 KW @ 730,	AOR	ABC C, SOURCE	, $ 41.00 (Durpetti)			Milt Aninger
WDRC-C, 102.9, 20 KW @ 805,	OLDIES		, $ 120.00 (McGuild)	Buckley		Dick Korsen
WIOF-F, 104.1, 18 KW @ 836,	AC	RADRAD	, $ 68.00 (Eastman)	Merv Griffin	(WATERBURY)	Al Pellegrino
WHCN-F, 105.9, 16 KW @ 867,	AOR		, $ 71.00 (Christal)	Beck-Ross		Boyd Arnold
WKSS-F, 95.7, 17 KW @ 877,	CHR	APR	, $ 62.00 (MMR)	Precision		Tim Montgomery
WLVH-F, 93.7, 21 KW @ 780,	??		, $ N/A (—)			
WRCH-F, 100.5, 8 KW @ 1250,	EZ/SOFT AC	CBS	, $ 60.00 (Banner)			Enzo DeDominicis
WTIC-F, 96.5, 20 KW @ 812,	CHR		, $ 170.00 (Katz)	Chase		Bob Dunn
WWYZ-F, 92.5, 18 KW @ 860,	COUNTRY	UNIULT	, $ 58.00 (Banner)		(WATERBURY)	Fred Erwin

Miscellaneous Comments: WLVH-F sold to Broad Based for $3,500,000 (Foreman)

HONOLULU

Arbitron Rank/Pop (12+): 56/697,400
MSA Rank/Pop: 62/847,200
No ADI
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 26/26
Diaries: 1223/570:1/54.9%
Sample Target: 1040
% Below Line: 0.0
% Not Listed: 4.9

1989 Revenue: $19,900,000
HH Inc.: $35,194
Retail $: 5.8 Bil
Pop per Station: 26,823
#1 Biller: KSSK $4,000,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KQMQ-AF	(CHR)	151/12.4	12.6	12.4	11.9	13.6	12.3		2270/32.5	31.0	36.9					KQMQ-AF
2.	KUMU-AF	(EZ)	135/11.1	8.0	10.8	9.6	13.0	9.9		1312/18.8	21.5	24.9					KUMU-AF
3.	KSSK	(MOR)	123/10.1	11.9	9.8	13.0	9.2	11.2		1494/21.4	20.1	21.3					KSSK
4.	KIKI-F	(CHR)	113/ 9.3	9.4	10.2	9.8	10.5	9.7		1585/22.7	22.4	24.9					KIKI-F
5.	KRTR-F	(AC)	92/ 7.6	6.4	6.8	7.9	8.3	7.2		1407/20.2	15.6	19.3					KRTR-F
6.	KSSK-F	(AC)	91/ 7.5	9.1	7.2	7.2	4.7	7.8		1401/20.1	18.1	18.9					KSSK-F
7.	KPOI-F	(AOR)	66/ 5.4	7.8	4.9	6.0	6.5	6.0		1014/14.5	12.2	15.7					KPOI-F
8.	KCCN	(E)	57/ 4.7	4.5	4.4	5.1	7.1	4.7		813/11.7	11.0	11.2					KCCN
9.	KHFX-F	(CL AOR)	53/ 4.4	4.2	4.5	3.0	2.1	4.0		654/ 9.4	10.7	6.6					KHFX-F
10.	KIKI	(O)	37/ 3.0	3.0	3.1	3.2	4.1	3.1		516/ 7.4	7.9	11.4					KIKI
11.	KHVH	(N/T)	34/ 2.8	2.6	4.0	4.1	3.5	3.4		615/ 8.8	15.2	11.8					KHVH
12.	KDEO-AF	(C)	30/ 2.5	2.4	3.9	2.5	3.9	2.8		469/ 6.7	9.6	8.4					KDEO-AF
13.	KGU	(T)	29/ 2.4	3.2	2.5	2.6	2.8	2.7		476/ 6.8	9.4	7.2					KGU
14.	KHHH-F	(J/NA)	28/ 2.3	3.2	4.2	3.4	2.7	3.3		461/ 6.6	8.4	7.7					KHHH-F
15.	KCCN-F	(E)	27/ 2.2	——	——	——	——	0.6		328/ 4.7	0.0	0.0					KCCN-F

TSA & Metro are the same
12+ FM SHARE (METRO): 65.19% (753 of 1155) (SPG 89: 62.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KIKI-F>>	1 KQMQ-AF>	1 KQMQ-AF>	1 KQMQ-AF<	1 KSSK	1 KSSK	1 KSSK <	1 KUMU-AF	1 KUMU-AF<	1 KIKI-F>	1 KSSK >
2 KQMQ-AF>>	2 KIKI-F	2 KRTR-F<	2 KSSK	2 KUMU-AF<	2 KUMU-AF>	2 KQMQ-AF>	2 KQMQ-AF	2 KQMQ-AF	2 KQMQ-AF	2 KQMQ-F<
3 KRTR-F	3 KRTR-F	3 KUMU-AF<	3 KUMU-AF	3 KQMQ-AF	3 KSSK-F	3 KUMU-AF	3 KSSK	3 KIKI-F	3 KRTR-F	3 KIKI-F<
4	4 KPOI-F	4 KSSK <	4 KRTR-F>	4 KRTR-F	4 KCCN	4 KSSK-F	4 KRTR-F	4 KSSK	4 KUMU-AF	4 KAIM-F<
5	5 KUMU-AF	5 KIKI-F	5 KHFX-F	5 KSSK-F	5 KHVH <	5 KRTR-F	5 KSSK-F	5 KRTR-F	5 KCCN <	5 KHVH
6	6 KSSK-F	6 KSSK-F	6 KPOI-F	6	6 KRTR-F<	6 KIKI-F	6 KIKI-F	6 KSSK-F	6 KPOI-F	6 KSSK-F
7	KHFX-F	7 KPCI-F	7	7	7 KQMQ-AF	7	7	7	7	KGU

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQMQ-AF>>	1 KQMQ-AF>	1 KRTR-F<	1 KQMQ-AF	1 KSSK	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF	1 KQMQ-AF>	1 KQMQ-AF
2 KIKI-F>	2 KRTR-F	2 KQMQ-AF>	2 KRTR-F	2 KRTR-F	2 KIKI-F>	2 KIKI-F	2 KHFX-F>	2 KHFX-F	2 KUMU-AF
3 KRTR-F>	3 KIKI-F>	3 KUMU-AF	3 KSSK	3 KUMU-AF	3 KPOI-F>	3 KPOI-F	3 KUMU-AF	3 KPOI-F	3 KSSK
4 KPOI-F>	4 KSSK-F	KSSK-F	4 KUMU-AF	4 KQMQ-AF	4 KHFX-F	KHFX-F>	KPOI-F>	4 KUMU-AF	4 KHFX-F
5 KSSK-F	5 KUMU-AF	5 KIKI-F>	5 KIKI-F<	KSSK-F	5 KSSK-F	5 KUMU-AF	5 KHHH-F	KIKI-F	5 KPOI-F
6	6 KPOI-F	6 KPOI-F	6 KSSK-F	6	6 KUMU-AF	6 KSSK-F	6 KCCN	6 KSSK <	6 KSSK-F
7	7	7 KSSK	7	7	KRTR-F	7	7	7 KSSK-F	KCCN

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	17 (1)	247 (2)	264 (3)	22.9	29.9
AOR/CLASSIC		119 (2)	119 (2)	10.3	6.7
AC/OLDIES/SOFT ROCK	37 (1)	183 (2)	220 (3)	19.0	12.8
MOR/VARIETY	123 (1)		123 (1)	10.6	9.6
COUNTRY	11 (1)	19 (1)	30 (2)	2.6	4.0
BLACK/URBAN	82 (3)	27 (1)	109 (4)	9.4	
BEAUTIFUL/EASY	17 (1)	118 (1)	135 (2)	11.7	13.5
NEWS/TALK	63 (2)		63 (2)	5.5	6.6
NOSTALGIA	10 (1)		10 (1)	0.9	
RELIGION/GOSPEL	32 (3)	12 (1)	44 (4)	3.8	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		28 (1)	28 (1)	2.4	2.8
UNKNOWN/OTHERS	10 (1)		10 (1)	0.9	12.7
	402 (15)	753 (11)	1155 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAIM	870	Honolulu	0.7/1.4/
KAIM-F	95.5	Honolulu	1.0/3.2/
KISA	1540	Honolulu	1.1/2.4/
KLHT	1040	Honolulu	0.9/2.3/
KNDI	1270	Honolulu	1.1/2.1/
KOHO	1170	Honolulu	0.8/2.4/
KWAI	1080	Honolulu	0.8/2.1/
KZOO	1210	Honolulu	1.0/1.6/

RADIO STATIONS

KCCN ,	1420,	5 KW	, Ethnic		, $21.00	(Roslin)		Mike Kelly
KDEO ,	940,	10 KW	— See KDEO-FM					
KGU ,	760,	10 KW	, Talk	CBS ABC T,	$20.00	(Banner)	Givens	Don Robbs
KHVH ,	990,	5 KW	, News	NBC ABC I,	$26.00	(HNWH)		Larry Berger
KIKI ,	830,	10 KW	, Oldies	UNISUP UNIULT,	$21.00	(Christal)		Lee Coleman
KSSK ,	590,	7.5 KW/5 KW	, MOR/Full Service		, $80.00	(Eastman)	Heftel	Earl McDaniel
KAIM-F,	95.5,	100 KW @ -24	, Religion		, $11.00	(——)		Del Gibbs
KCCN-F,	100.3,	100 KW @ 2000	, Ethnic		, $19.00	(Roslin)		Mike Kelly
KDEO-F,	102.7,	61 KW @ 1893	, Country	MBS,	$24.00	(K & P)		Bob Loew
KHFX-F,	105.1,	100 KW @ 1965	, Classic AOR		, $25.00	(Durpetti)		John Leonard
KHHH-F,	98.5,	100 KW @ -279	, Jazz/NAC	SMN,	$24.00	(HNWH)		Larry Berger
KIKI-F,	93.9,	100 KW @ -143	, CHR		, $40.00	(Christal)		Lee Coleman
KPOI-F,	97.5,	83 KW @ 46	, AOR		, $41.00	(Republic)		Mike Vassar
KQMQ-F,	93.1,	54 KW @ -119	, CHR		, $64.00	(Katz)		Dick Ferrante
KRTR-F,	96.3,	75 KW @ 2140	, AC		, $30.00	(Republic)		Austin Vail
KSSK-F,	92.3,	100 KW @ 1950	, AC		, $35.00	(Eastman)	Heftel	Dick Heftel
KUMU-F,	94.7,	100 KW @ 78	, EZ/Btfl		, $48.00	(Banner)		Jeff Coelho

HOUSTON

Arbitron Rank/Pop (12+): 10/2,930,100

MSA Rank/Pop: 8/3,228,600
ADI # 10
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 32/32
Diaries: 2485/1179:1/48.3%
Sample Target: 2110
% Below Line: 0.0
% Not Listed: 11.0

1989 Revenue: $118,000,000
HH Inc.: $30,639
Retail $: 28.1 Bil
Pop per Station: 91,565
#1 Biller: KIKK-AF $12,900,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KMJQ-F	(B)	407/ 7.8	7.7	8.1	8.6	9.1	8.1	427/4426	4129/14.1	14.1	14.4		9.9	549	4747	KMJQ-F
2. KIKK-F	(C)	401/ 7.7	7.7	7.1	6.9	6.5	7.3	449/6202	5261/18.0	17.7	17.2		9.7	542	4573	KIKK-F
3. KLOL-F	(AOR)	388/ 7.4	7.6	5.8	5.0	7.0	6.4	444/5176	4493/15.3	14.4	16.6		8.0	445	4860	KLOL-F
4. KILT-F	(C)	382/ 7.3	8.6	7.3	7.5	8.2	7.7	462/6296	5376/18.3	17.6	18.3		7.8	432	4881	KILT-F
5. KKBQ-AF	(CHR)	271/ 5.2	4.0	6.2	6.7	6.6	5.5	285/5500	5173/17.7	20.2	21.5		5.6	311	6000	KKBQ-AF
6. KTRH	(N/T)	240/ 4.6	5.1	5.0	5.9	5.8	5.2	281/5133	4372/14.9	15.8	17.8		3.6	202	3566	KTRH
7. KRBE-F	(CHR)	232/ 4.4	3.7	3.5	4.6	5.5	4.1	247/5079	4596/15.7	17.1	19.3		4.5	248	5929	KRBE-F
8. KLTR-F	(AC)	230/ 4.4	5.2	6.2	5.5	4.2	5.3	235/3929	3740/12.8	14.1	12.2		4.5	250	3205	KLTR-F
9. KODA-F	(EZ)	209/ 4.0	5.3	5.6	5.0	5.9	5.0	230/3673	3361/11.5	14.6	13.1		2.7	151	2318	KODA-F
10. KZFX-F	(CL AOR)	195/ 3.7	3.4	3.5	3.5	3.3	3.5	200/3219	3061/10.4	9.8	10.1		4.9	275	3878	KZFX-F
11. KHYS-F	(B)	190/ 3.6	2.4	2.2	1.4	1.3	2.4	232/3203	2790/ 9.5	7.6	4.5		4.2	233	3224	KHYS-F
12. KLDE-F	(O)	189/ 3.6	3.4	3.5	3.2	2.9	3.4	200/3357	3140/10.7	11.2	11.2		2.4	135	2241	KLDE-F
13. KFMK-F	(AC)	180/ 3.4	2.9	2.2	3.5	3.6	3.0	187/3269	3126/10.7	8.7	10.2		2.6	142	1804	KFMK-F
14. KQUE-F	(BB)	171/ 3.3	4.5	3.2	3.7	3.8	3.7	184/2318	2160/ 7.4	7.8	7.5		3.6	200	2364	KQUE-F
15. KNRJ-F	(CHR)	150/ 2.9	2.7	2.6	3.3	3.2	2.9	155/3164	2993/10.2	10.2	11.3		3.0	168	3586	KNRJ-F
16. KPRC	(T)	133/ 2.5	2.9	2.8	3.2	2.3	2.8	142/2427	2298/ 7.8	9.8	7.0		2.9	162	2203	KPRC
17. KLAT	(SP)	106/ 2.0	1.1	1.7	1.0	0.8	1.5	106/1061	1061/ 3.6	4.5	2.5		1.2	68	975	KLAT
18. KXYZ	(SP)	79/ 1.5	1.0	1.5	1.1	1.5	1.3	79/1211	1204/ 4.1	3.6	3.4		1.4	77	1004	KXYZ
KQQK-F	(SP)	79/ 1.5	1.4	1.3	0.6	0.4	1.2	79/1050	1047/ 3.6	2.6	1.8		1.4	80	761	KQQK-F
20. KHCB-F	(REL)	68/ 1.3	0.8	1.3	1.0	1.2	1.1	69/1012	1006/ 3.4	3.0	3.1		0.7	38	668	KHCB-F

12+ FM SHARE (METRO): 80.84% (3768 of 4661) (SPG 89: 81.56%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKBQ-AF	1 KLOL-F	1 KLOL-F	1 KLOL-F<	1 KIKK-F	1 KIKK-F<	1 KILT-F	1 KIKK-F	1 KLOL-F	1 KMJQ-F>	1 KTRH <
2 KRBE-F	2 KMJQ-F>	2 KMJQ-F	2 KIKK-F	2 KLOL-F<	2 KILT-F	2 KLOL-F	2 KLOL-F	2 KMJQ-F	2 KLOL-F	2 KIKK-F
3 KMJQ-F	3 KKBQ-AF<	3 KIKK-F	3 KILT-F	3 KILT-F	3 KTRH	KIKK-F	KILT-F	3 KIKK-F	3 KHYS-F	3 KMJQ-F>>
4 KNRJ-F	4 KIKK-F	4 KILT-F	4 KMJQ-F	4 KMJQ-F	4 KQUE-F	4 KKBQ-AF	4 KLTR-F<	4 KILT-F>	4 KIKK-F	4 KILT-F>>
5	5 KZFX-F<	5 KLTR-F<	5 KLTR-F	5 KLTR-F<	KODA-F	5 KTRH <	5 KMJQ-F	5 KRBE-F<	5 KTRH	5 KLOL-F<
6	6 KILT-F	6 KKBQ-AF	6 KZFX-F<	6 KLDE-F	6 KLDE-F	6 KMJQ-F	6 KODA-F	6 KKBQ-AF	6 KILT-F	6 KODA-F<
7	7 KRBE-F	7 KZFX-F	7 KLDE-F	7 KZFX-F	7 KPRC	7 KODA-F	7 KQUE-F	7 KLTR-F<	7 KRBE-F	7 KQUE-F
8	8 KLTR-F	8	8	8	8	8	8	8 KHYS-F	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJQ-F	1 KMJQ-F>	1 KMJQ-F	1 KMJQ-F<	1 KIKK-F	1 KLOL-F<	1 KLOL-F>	1 KLOL-F>	1 KLOL-F>	1 KLOL-F>
2 KRBE-F>	2 KRBE-F<	2 KIKK-F	2 KIKK-F	2 KILT-F	2 KMJQ-F>>	2 KMJQ-F>	2 KZFX-F	2 KMJQ-F	2 KIKK-F
3 KHYS-F	3 KILT-F<	3 KILT-F	3 KILT-F	3 KMJQ-F<	3 KKBQ-AF	3 KZFX-F	3 KMJQ-F	3 KILT-F	3 KILT-F
4 KLTR-F	4 KLTR-F<	4 KLTR-F	4 KLTR-F	4 KLTR-F	4 KNRJ-F	4 KKBQ-AF	4 KIKK-F	KIKK-F<	4 KZFX-F
5 KKBQ-AF	5 KIKK-F	5 KKBQ-AF	5 KRBE-F<	5 KLDE-F	5 KKZR <	5 KILT-F	5 KKBQ-AF	5 KZFX-F	5 KMJQ-F
KLOL-F<	6 KKBQ-AF>	6 KRBE-F>	6 KKBQ-AF	6 KKBQ-AF<	6 KHYS-F<	6 KNRJ-F	6 KILT-F	6 KKBQ-AF	6 KLDE-F
7 KILT-F	7 KLOL-F	7 KFMK-F	7 KLDE-F	7 KODA-F	7 KRBE-F	KFMK-F	7 KFMK-F	7 KFMK-F	7 KTRH
8	8	8 KZFX-F<	8 KFMK-F	8 KFMK-F	8	8	8 KLTR-F>	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	9 (1)	644 (3)	653 (4)	14.0	17.2	KCOH	1430	Houston	0.8/2.8/ 43/ 839
AOR/CLASSIC	39 (1)	583 (2)	622 (3)	13.3	12.2	KEYH	850	Houston	0.5/1.2/ 24/ 358
AC/OLDIES/SOFT ROCK		599 (3)	599 (3)	12.9	12.6	KIKK	650	Pasadena	0.4/1.4/ 27/ 447
MOR/VARIETY						KILT	610	Houston	0.6/2.2/ 33/ 718
COUNTRY	53 (2)	783 (2)	836 (4)	17.9	18.2	KJOJ-F	106.9	Conroe	0.3/1.6/ 21/ 516
BLACK/URBAN	100 (2)	597 (2)	697 (4)	15.0	14.0	KKZR	1070	Houston	0.7/1.6/ 41/ 527
BEAUTIFUL/EASY		209 (1)	209 (1)	4.5	6.7	KLVL	1480	Pasadena	0.6/1.9/ 29/ 568
NEWS/TALK	373 (2)		373 (2)	8.0	9.1	KRTS-F	92.1	Seabrook/Houstn	0.3/1.9/ 17/ 554
NOSTALGIA		171 (1)	171 (1)	3.7	4.3	KSEV	700	Tomball/Houston	0.7/2.0/ 40/ 610
RELIGION/GOSPEL	43 (1)	86 (2)	129 (3)	2.8	2.2	KWWJ	1360	Baytown	0.8/1.7/ 43/ 505
SPANISH	238 (4)	79 (1)	317 (5)	6.8	3.6	KYOK	1590	Houston	1.1/3.1/ 58/ 903
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS	38 (1)	17 (1)	55 (2)	1.2					
	893 (14)	3768 (18)	4661 (32)						

RADIO STATIONS

AM STATIONS

KCOH	1430	5 KW (DAYS)	BLACK	SBN, NBN	$ 47.00	(Roslin)		Mike Petrizzo
KEYH	850	10 KW (DAYS, DA)	HISPANIC		$ 44.00	(Caballero)		Dave Armstrong
KIKK	650	250 W (DAYS)	COUNTRY OLDIES		$ N/A	(Torbet)	Viacom	Craig Magee
KILT	610	5 KW (DA-2)	COUNTRY OLDIES		$ N/A	(Group W)	Westinghouse	Dickie Rosenfeld
KKBQ	790	5 KW (DA-2)	SEE KKBQ-F					
KKZR	1070	10 KW/5 KW (DA-2)	AOR	SMN	$ 36.00	(Durpetti)	Susquehanna	Nancy Vaeth
KLAT	1010	5 KW (DA-2)	HISPANIC		$ 60.00	(Katz Hisp.)	Tichenor	Gary Stone
KNUZ	1230	1 KW	OLDIES		$ N/A	(Eastman)		Vesta Brandt
KPRC	950	5 KW (DA-N)	TALK	CBS	$ 75.00	(Eastman)		Harry Schultz
KTRH	740	50 KW (DA-1)	NEWS/TALK	ABC I, MBS	$ 180.00	(CBS)	Jacor (P)	Laura Morris
KXYZ	1320	5 KW (DA-N)	HISPANIC		$ 63.00	(Caballero)		Hugo Cadelago
KYOK	1590	5 KW (DA-N)	BLACK	SMN, ABC C	$ 47.00	(Christal)	Noble	Jeff Fleete

FM STATIONS

KFMK	97.9	100 KW @ 1920	AC/OLDIES		$ 160.00	(Katz)	Cook Inlet	Carl Hamilton
KHCB	105.7	100 KW @ 1613	RELIGION		$ 30.00	(---)		Peter Steigenwald
KIKK	95.7	100 KW @ 1920	COUNTRY		$ 215.00	(Torbet)	Viacom	Craig Magee
KILT	100.3	100 KW @ 1920	COUNTRY		$ 185.00	(Group W)	Westinghouse	Dicki Rosenfeld
KKBQ	92.9	100 KW @ 1920	CHR	ABC F	$ 170.00	(McGuild)	Gannett	Al Brady Law
KLDE	94.5	100 KW @ 1920	OLDIES	UNIULT	$ 90.00	(Durpetti)	Entercom	Steve Shepard
KLOL	101.1	100 KW @ 1920	AOR	SOURCE	$ 190.00	(CBS)	Jacor (P)	Patrick Fant
KLTR	93.7	100 KW @ 1720	AC	RADRAD	$ 140.00	(CBS)	CBS	Miles Sexton
KMJQ	102.1	100 KW @ 1720	BLACK		$ 190.00	(Christal)	Noble	Jeff Sleete
KHMX	96.5	100 KW @ 1920	ADULT CHR		$ 85.00	(HNWH)	Nationwide	Clancy Woods
KODA	99.1	100 KW @ 1920	EZ		$ 160.00	(Group W)		Dusty Black
KQUE	102.9	100 KW @ 984	NOSTALGIA	ABC E	$ 81.00	(Eastman)		Vesta Brandt
KRBE	104.1	100 KW @ 1920	CHR		$ 135.00	(Durpetti)	Susquehanna	Nancy Vaeth
KRTS	92.1	1.4 KW @ 495	CLASSICAL		$ 49.00	(CMBS)		George Stokes
KZFX	107.5	98 KW @ 1973	CLASSIC AOR		$ 133.00	(Republic)	Shamrock	John Dew
KJOJ	106.9	100 KW @ 1125	RELIGION	UPI	$ N/A	(---)	(CONROE)	Hardy Brundage
KQQK	106.5	100 KW @ 709	HISPANIC		$ N/A	(---)		Alan Levine

KHYS-F -- See Beaumont

Miscellaneous Comments: KNRJ changes to KHMX and format to Adult CHR (July)...

HUNTINGTON, WV

Arbitron Rank/Pop (12+): 132/269,900

MSA Rank/Pop: 147/316,700
ADI # 48 (w/Charleston)
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 18/15
Diaries: 722/374 1/56.4%
Sample Target: 680
% Below Line: 7.2
% Not Listed: 14.8

1989 Revenue: $6,300,000
HH Inc.: $21,319
Retail $: 2.0 Bil
Pop per Station: 17,993
#1 Biller: WTCR-AF $2,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WTCR-AF	(C)	138/30.9	29.8	29.6	30.3	31.7	----	168/1636	1190/44.1	44.3	46.7	29.2	132	1215	WTCR-AF
2. WKEE-F	(CHR)	92/20.6	22.6	18.7	18.2	27.1	----	133/1585	930/34.5	39.3	34.4	29.0	137	1214	WKEE-F
3. WRVC-F	(AC)	51/11.4	13.2	12.0	9.2	6.5	----	87/1120	635/23.6	22.1	23.9	13.8	65	604	WRVC-F
4. WEMM-F	(REL)	24/ 5.4	2.8	4.6	6.3	3.5	----	30/608	391/14.5	10.4	10.1	3.6	17	311	WEMM-F
5. WKLC-F	(AOR)	21/ 4.7	5.9	5.8	4.7	5.3	----	57/722	303/11.2	11.8	14.2	7.0	33	322	WKLC-F
6. WPAY-F	(C)	8/ 1.8	1.8	2.3	3.3	2.1	----	46/732	250/ 9.3	7.0	6.5	2.3	11	215	WPAY-F
WKEE	(O)	8/ 1.8	1.8	3.2	1.7	2.5	----	8/229	214/ 7.9	5.7	7.6	1.7	3	175	WKEE
8. WAEZ-F	(J/NA)	7/ 1.6	2.5	4.4	3.6	3.9	----	9/211	138/ 5.1	5.9	6.6	0.6	3	45	WAEZ-F
9.															
10.															

12+ FM SHARE (METRO): 91.34% (348 of 381) (SPG 89: 88.62%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKEE-F>>	1 WKEE-F	1 WTCR-AF	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF	1 WKEE-F	1 WTCR-F>>
2	2 WTCR-AF>	2 WKEE-F>	2 WRVC-F<	2 WKEE-F<	2 WRVC-F	2 WKEE-F>	2 WKEE-F>	2 WKEE-F>>	2 WTCR-AF>	2 WKEE-F
3	3 WRVC-F>	3 WRVC-F	3 WKEE-F	3 WRVC-F	3 WEMM-F	3 WRVC-F	3 WRVC-F	3 WRVC-F>	3 WRVC-F>>	WEMM-F
4	4 WKLC-F	4	4	4	4 WKEE-F	4	4	4 WEMM-F	4 WEMM-F	4 WRVC-F
5	5	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKEE-F>>	1 WKEE-F>>	1 WKEE-F>	1 WKEE-F	1 WTCR-AF	1 WKEE-F>>	1 WTCR-AF>	1 WTCR-AF>>	1 WTCR-AF>>	1 WTCR-AF>>
2 WRVC-F	2 WTCR-AF	2 WTCR-AF	2 WTCR-AF>	2 WKEE-F>	2 WTCR-AF>>	2 WKEE >	2 WKLC-F	2 WKEE-F<	2 WRVC >
3 WTCR-AF>>	3 WRVC-F	3 WRVC-F>>	3 WRVC-F	3 WRVC-F	3 WKLC-F>	3 WKLC-F	WRVC-F>	3 WRVC-F>	3 WKEE
4	4	4	4	4	4 WRVC-F	4 WRVC-F	4 WKEE-F	4 WKLC-F	4 WKLC-F
5	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		92 (1)	92 (1)	24.1	21.4
AOR/CLASSIC	2 (1)	21 (1)	23 (2)	6.0	6.6
AC/OLDIES/SOFT ROCK	13 (2)	51 (1)	64 (3)	16.8	20.4
MOR/VARIETY	2 (1)	5 (1)	7 (2)	1.8	1.3
COUNTRY	11 (2)	141 (3)	152 (5)	39.9	38.4
BLACK/URBAN					
BEAUTIFUL/EASY		3 (1)	3 (1)	0.8	5.8
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	5 (1)	24 (1)	29 (2)	7.6	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		7 (1)	7 (1)	1.8	
UNKNOWN/OTHERS		4 (1)	4 (1)	1.0	0.8
	33 (7)	348 (11)	381 (18)		

OTHER RATED STATIONS			METRO SHARE/RTG/TSA AQH/TSA CUME
WCMI	1340	Ashland	0.4/2.1/ 2/ 69
WGOH	1370	Grayson	0.7/2.8/ 6/ 89
WIRO	1230	Ironton	0.4/4.1/ 2/ 110
WLGC-F	105.5	Grenup	1.1/2.8/ 5/ 137
WMLV-F	107.1	Greenup	0.7/3.2/ 4/ 105
WRVC	930	Huntington	1.1/5.9/ 5/ 158
WTCV	1520	Greenup	1.1/1.9/ 6/ 87
WXVK-F	97.1	Coal Grove	0.9/3.8/ 4/ 111
WQBE-F	97.5	Charleston	0.7/2.6/ 54/ 581

RADIO STATIONS

WKEE ,	800,	5 KW/185 W (DA-2),	Oldies	CBS CNN, $12.00	(Katz)	Adventure	Toufie Kassab
WTCR ,	1420,	5 KW/500 W (DA-N),	--- See WTCR-F				
WRVC ,	930,	5 KW/1 KW ,	--- See WRVC-F				
WAEZ-F,	106.3,	300 W @ 981 ,	Jazz/NAC	UNIULT MBS, $10.00	(---)	(MILTON)	R. Peters
WEMM-F,	107.9,	50 KW @ 500 ,	Religion	, $16.00	(---)	Mortenson	Roger Manning
WKEE-F,	100.5,	53 KW @ 560 ,	CHR	ABC C, $40.00	(Katz)	Adventure	Touffie Kassab
WRVC-F,	93.7,	100 KW @ 742 ,	AC	ABC FM, $25.00	(Banner)		Joe Johnston
WTCR-F,	103.3,	50 KW @ 492 ,	Country	ABC I, $50.00	(Katz)	CRB	Mark Jesse

WKLC -- See Charleston, WV...Miscellaneous Comments: WTCR A/F sold by CRB to Alpine (never closed) for $7,650,000 (Blackburn)

HUNTSVILLE

Arbitron Rank/Pop (12+): 109/331,300

MSA Rank/Pop: 130(e)/359,000
ADI # 80 (w/Decatur)
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 17/14
Diaries: 759/436:1/53.9%
Sample Target: 720
% Below Line: 6.1
% Not Listed: 10.3

1989 Revenue: $9,200,000
HH Inc.: $26,600
Retail $: 2.3 Bil
Pop per Station: 23,664
#1 Biller: WDRM-AF $2,400,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WDRM-F	(C)	128/23.1	22.1	22.4	12.6	16.9	----	187/1992	1172/35.3	34.0	28.8		22.5	135	1322	WDRM-F
2.	WZYP-F	(CHR)	90/16.2	17.9	19.3	23.3	21.7	----	139/2029	1272/38.4	40.2	34.7		20.6	124	1595	WZYP-F
3.	WRSA-F	(EZ)	58/10.5	11.1	6.8	9.3	8.8	----	86/964	604/18.2	18.4	12.9		4.8	29	500	WRSA-F
4.	WTAK	(AOR)	37/ 6.7	4.6	3.7	5.9	6.7	----	40/273	246/ 8.0	5.3	4.7		8.3	50	420	WTAK
5.	WENN-F	(B)	27/ 4.9	7.0	5.6	7.1	8.1	----	27/366	322/ 9.7	9.5	11.1		5.5	33	467	WENN-F
	WBHP	(C)	27/ 4.9	4.4	4.9	5.1	7.5	----	27/302	298/ 9.0	6.1	10.4		5.3	32	505	WBHP
7.	WEUP	(B)	23/ 4.3	2.0	3.9	2.6	4.0	----	23/273	265/ 8.0	6.5	8.7		4.7	28	391	WEUP
8.	WAHR-F	(AC)	21/ 3.8	4.1	9.1	5.9	5.2	----	27/461	344/10.4	12.3	17.0		4.8	29	566	WAHR-F
9.	WDKT	(B)	20/ 3.6	2.9	2.7	6.1	3.8	----	20/245	240/ 7.2	5.4	7.0		3.7	22	309	WDKT
10.	WKQD-F	(AC)	18/ 3.2	6.3	3.5	1.6	----	----	34/622	374/11.3	17.3	11.3		5.5	33	544	WKQD-F
11.	WVNN	(N/T)	12/ 2.2	1.2	1.2	1.0	1.9	----	14/231	204/ 6.2	4.9	5.5		1.2	7	88	WVNN
	WQLT-F	(AC)	12/ 2.2	1.2	1.2	0.8	1.0	----	65/833	191/ 5.8	5.3	4.7		2.2	13	246	WQLT-F
	WNDA-F	(REL)	12/ 2.2	1.7	0.8	1.4	2.1	----	15/238	206/ 6.2	6.2	5.1		1.5	9	203	WNDA-F

12+ FM SHARE (METRO): 75.05% (373 of 497) (SPG 89: 79.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZYP-F>>	1 WZYP-F>	1 WDRM-F	1 WDRM-F>	1 WDRM-F>>	1 WDRM-F>>	1 WDRM-F>	1 WDRM-F>	1 WDRM-F>	1 WZYP-F	1 WDRM-F>
2 WENN-F	2 WDRM-F	2 WZYP-F>	2 WZYP-F>	2 WZYP-F>	2 WRSA-F>	2 WZYP-F>	2 WZYP-F	2 WZYP-F>	2 WDRM-F>>	2 WRSA-F
3 WKQD-F	3 WTAK >>	3 WTAK	3 WTAK	3 WRSA-F	3 WZYP-F	3 WRSA-F>	3 WRSA-F>	3 WRSA-F>	3 WENN-F	3 WZYP-F
WDRM-F	4 WDKT	4	4 WRSA-F>	4 WTAK >	4 WBHP	4 WBHP	4 WTAK	4 WTAK	4 WRSA-F	4
5	5 WENN-F	5	5 WAHR-F	5 WAHR-F	5	5	5 WBHP	5	5 WKQD-F	5
6	WAHR-F	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZYP-F>>	1 WZYP-F>	1 WZYP-F	1 WDRM-F	1 WDRM-F>>	1 WZYP-F>	1 WZYP-F	1 WTAK	1 WDRM-F	1 WDRM-F>
2 WEUP >	2 WDRM-F>	WDRM-F>>	2 WZYP-F>>	2 WZYP-F>	2 WTAK	WTAK	2 WDRM-F	2 WZYP-F	2 WZYP-F
3 WKQD-F	3 WTAK	3 WAHR-F	3 WRSA-F	3 WRSA-F>	WDRM-F	3 WDRM-F>	3 WZYP-F>>	3 WTAK >>	3 WTAK >
WDKT >	WAHR-F	4 WTAK >	WAHR-F	4 WAHR-F	WDKT >	4 WDKT	4 WQLT-F	4 WENN-F	4 WRSA-F
5 WTAK	5 WEUP	5 WENN-F>>	5 WTAK	5	5 WENN-F	5	WDKT	WDKT	5 WBHP
WDRM-F>	6	6	WEUP	6	WEUP	6	WAHR-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		93 (2)	93 (2)	18.7	22.1
AOR/CLASSIC	37 (1)	4 (1)	41 (2)	8.2	4.3
AC/OLDIES/SOFT ROCK		51 (3)	51 (3)	10.3	15.9
MOR/VARIETY					
COUNTRY	27 (1)	128 (1)	155 (2)	31.2	36.1
BLACK/URBAN	43 (2)	27 (1)	70 (3)	14.1	10.9
BEAUTIFUL/EASY		58 (1)	58 (1)	11.7	7.8
NEWS/TALK	12 (1)		12 (1)	2.4	
NOSTALGIA					1.9
RELIGION/GOSPEL		12 (1)	12 (1)	2.4	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	5 (2)		5 (2)	1.0	
	124 (7)	373 (10)	497 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVD	1400	Decatur	0.4/1.4/ 2/ 47
WJRA	1310	Priceville/Dec	0.5/1.7/ 3/ 57
WAPI-F	94.5	Birmingham	0.5/2.8/ 37/ 413
WKDF-F	103.3	Nashville	0.7/1.7/ 17/ 266

RADIO STATIONS

WBHP, 1230, 1 KW , COUNTRY	ABC I ,	$ 29.00 (Katz)		Ron Bailey
WDKT, 1360, 1 KW/128 W , BLACK	,	$ 12.00 (---)		Watson McMilian
WEUP, 1600, 5 KW/500 W (DA-N), BLACK	SBN ,	$ 12.00 (Regional)		Virginia Caples
WTAK, 1000, 10 KW (DAYS,DA) , AOR	ABC R ,	$ 16.00 (Regional)		Paul Buxton
WVNN, 770, 10 KW/250 W (DA-N), TALK	ABC D ,	$ (Christal)	(ATHENS)	Bill Dunnavant
WAHR-F, 99.1, 100 KW @ 985, AC	NBC ,	$ 27.00 (Torbet)		Arnold Hornbuckle
WDRM-F, 102.1, 100 KW @ 727, COUNTRY	,	$ 53.00 (HNWH)	(DECATUR)	Mack Bramlett
WKQD-F, 93.3, 100 KW @ 981, AC	,	$ 15.00 (Republic)	(TULLAHOMA, TN)	Ron Hale
WNDA-F, 95.1, 50 KW @ 110, RELIGION	,	$ 11.00 (---)		Fred Wells
WQLT-F, 107.3, 100 KW @ 1000, AC/OLDIES	ABC F, ABC C ,	$ 13.00 (Torbet)	(FLORENCE)	Chris Karb
WRSA-F, 96.9, 100 KW @ 994, EZ	CBS ,	$ 20.00 (---)		Paul Nielson
WZYP-F, 104.3, 100 KW @ 1118, CHR	ABC C ,	$ 50.00 (Christal)	(ATHENS)	Bill Dunnavant

Miscellaneous Comments: WDRM-F sold to Pollard for $925,000 (Chapman)...

INDIANAPOLIS

Arbitron Rank/Pop (12+): 37/1,021,600
MSA Rank/Pop: 40/1,250,600
ADI # 26
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 21/19
Diaries: 1721/594:1/55.9%
Sample Target: 1500
% Below Line: 0.9
% Not Listed: 6.8

1989 Revenue: $48,200,000
HH Inc.: $30,375
Retail $: 9.1 Bil
Pop per Station: 53,768
#1 Biller: WFBQ-F $9,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WFBQ-F	(AOR)	266/15.2	14.8	15.3	14.4	15.6	14.9	452/5124	2743/26.9	27.7	27.1	16.8	295	3241	WFBQ-F
2. WIBC	(MOR)	265/15.2	13.6	15.8	11.7	12.4	14.1	290/2900	2429/23.8	26.7	23.5	12.9	227	2411	WIBC
3. WFMS-F	(C)	230/13.2	11.0	12.3	12.1	11.3	12.1	304/3152	2219/21.7	21.0	19.6	10.6	187	2076	WFMS-F
4. WZPL-F	(CHR)	199/11 4	10.0	9.7	10.0	9.7	10.3	273/3915	2721/26.6	23.5	27.3	18.3	322	3091	WZPL-F
5. WTLC-F	(B)	116/ 6.6	11.1	7.8	8.1	6.9	8.4	121/1405	1317/12.9	12.4	12.4	8.3	146	1808	WTLC-F
WKLR-F	(O)	116/ 6.6	6.4	7.0	6.0	8.5	6.5	168/2526	1570/15.4	18.2	19.4	5.8	102	1260	WKLR-F
7. WENS-F	(AC)	107/ 6.1	6.6	5.6	6.9	7.3	6.3	151/2525	1797/17.6	18.4	19.3	7.1	125	1829	WENS-F
8. WTPI-F	(SAC)	99/ 5.7	3.9	5.6	4.1	3.3	4.8	116/1515	1211/11.9	13.1	8.9	3.3	58	899	WTPI-F
9. WMJC-F	(AC)	55/ 3.1	2.8	2.1	4.6	6.4	3.1	77/1200	806/ 7.9	6.4	14.6	1.5	27	590	WMJC-F
10. WTUX	(BB)	43/ 2.5	3.0	2.8	3.1	2.9	2.8	56/762	588/ 5.8	6.2	5.4	1.8	31	347	WTUX
11. WTTS-F	(CHR)	26/ 1.5	1.5	1.4	1.1	1.0	1.4	79/1353	556/ 5.4	5.3	5.9	1.1	20	710	WTTS-F
12. WNDE	(T)	20/ 1.1	1.4	1.0	0.5	0.8	1.0	29/707	528/ 5.2	4.6	3.7	1.0	18	421	WNDE
13. WPZZ-F	(REL/G)	14/ 0.8	2.1	2.1	3.5	2.0	2.1	14/367	338/ 3.3	5.8	5.3	1.0	18	294	WPZZ-F
14. WXTZ	(EZ)	13/ 0.7	1.4	0.9	1.8	1.5	1.2	13/426	374/ 3.7	5.4	4.4	1.0	17	290	WXTZ
15. WXIR-F	(REL)	12/ 0.7	0.7	0.6	0.6	0.7	0.6	16/406	317/ 3.1	2.4	3.2	0.6	11	294	WXIR-F

12+ FM SHARE (METRO): 77.64% (1264 of 1628) (SPG 89: 79.75%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZPL-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>	1 WFBQ-F	1 WIBC >	1 WFBQ-F	1 WFBQ-F	1 WFBQ-F	1 WZPL-F>	1 WIBC <
2 WTLC-F	2 WZPL-F>	2 WFMS-F<	2 WFMS-F	2 WFMS-F>	2 WFMS-F>>	2 WIBC >	2 WFMS-F<	2 WIBC	2 WFMS-F	2 WFMS-F>
3 WFBQ-F	3 WENS-F	3 WZPL-F	3 WKLR-F	3 WIBC	3 WKLR-F	3 WFMS-F>	3 WIBC >	3 WZPL-F<	WFBQ-F<	3 WTLC-F
4 WENS-F	4 WFMS-F<	4 WKLR-F	4 WZPL-F	4 WKLR-F	4 WTPI-F<	4 WZPL-F>	4 WZPL-F	4 WFMS-F>	4 WTLC-F<	4 WFBQ-F
5	5 WTLC-F>	5 WENS-F	5 WIBC <	5 WZPL-F	5 WFBQ-F>	5 WKLR-F	WKLR-F	5 WKLR-F<	5 WIBC	5 WZPL-F
6	6 WKLR-F	6 WTLC-F	6 WENS-F	6 WENS-F	6 WTLC-F	6 WTLC-F	6 WENS-F<	6 WENS-F<	6 WENS-F>	6 WENS-F
7	7	WIBC	7 WTPI-F	7 WTPI-F	7 WTUX	7	7 WTPI-F	7 WTLC-F	7 WTPI-F	7
8	8	8 WTPI-F	8 WTLC-F	8	8	8	8	8 WTPI-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZPL-F	1 WFBQ-F	1 WFBQ-F>	1 WFBQ-F	1 WFMS-F	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>>	1 WFBQ-F>
2 WFBQ-F>>	2 WZPL-F>	2 WENS-F	2 WZPL-F	2 WFBQ-F	2 WZPL-F>>	2 WZPL-F>	2 WZPL-F>	2 WFMS-F	2 WFMS-F>
3 WTLC-F	3 WENS-F>	3 WZPL-F>	3 WFMS-F	3 WIBC	3 WTLC-F	3 WTLC-F	3 WENS-F	3 WKLR-F	3 WKLR-F
4 WFMS-F	4 WFMS-F	4 WFMS-F	4 WENS-F	4 WZPL-F	WFMS-F	WFMS-F	4 WTLC-F	4 WZPL-F>	4 WIBC >
5 WENS-F>	5 WTLC-F	5 WTPI-F	5 WKLR-F	5 WENS-F	5 WENS-F	WENS-F	WFMS-F	5 WIBC <	5 WZPL-F
6 WTPI-F	6 WTPI-F	WTLC-F	6 WTLC-F<	6 WKLR-F	6 WTTS-F	6 WKLR-F	6 WKLR-F>>	6 WENS-F	6 WENS-F<
7 WMJC-F>>	7 WMJC-F	7 WMJC-F	7 WTPI-F<	7 WTPI-F	WKLR-F	7	7	7 WTLC-F	7 WTPI-F
8	8	8	8 WIBC	8	8	8	8	8	8 WTLC-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		225 (2)	225 (2)	13.8	11.5
AOR/CLASSIC		266 (1)	266 (1)	16.3	16.6
AC/OLDIES/SOFT ROCK		377 (4)	377 (4)	23.2	20.4
MOR/VARIETY	273 (2)		273 (2)	16.8	13.7
COUNTRY		246 (3)	246 (3)	15.1	14.8
BLACK/URBAN		116 (1)	116 (1)	7.1	9.5
BEAUTIFUL/EASY	13 (1)		13 (1)	0.8	6.9
NEWS/TALK	20 (1)		20 (1)	1.2	0.9
NOSTALGIA	43 (1)		43 (1)	2.6	3.1
RELIGION/GOSPEL	15 (2)	26 (2)	41 (4)	2.5	1.7
SPANISH					
CLASSICAL		8 (1)	8 (1)	0.5	0.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	364 (7)	1264 (14)	1628 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBRI	1500	Indianapolis	0.4/1.6/ 7/ 178
WCBK-F	102.3	Mrtnsvl/Moorsvl	0.5/1.1/ 9/ 118
WNTS	1590	Beech Grove/Ind	0.5/2.1/ 8/ 217
WSYW-F	107.1	Danville/Indy	0.5/1.9/ 10/ 252
WKKG-F	101.5	Columbus	0.4/1.1/ 42/ 573
WLW	700	Cincinnati	0.5/2.6/ 40/ 751

RADIO STATIONS

AM STATIONS

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WBRI, 1500,  5 KW (DAYS, DA)   , RELIGION                    , $  20.00 (---)          Gary Arnold
WIBC, 1070, 50 KW/10 KW (DA-2), FULL SERVICE   NBC TALKNT, $ 140.00 (Durpetti)    Sconnix                     Roy Cooper
WNDE, 1260,  5 KW (DA-N)       , TALK                        , $  34.00 (Katz)        Great American              Chris Wheat
WNTS, 1590,  5 KW/500 W (DA-2), RELIGION                    , $  22.00 (---)                                      Jim Wilson
WSYW,  810, 250 W (DAYS)       , SEE WSYW-F
WTUX, 1310,  5 KW/1 KW (DA-2) , NOSTALGIA       CBS UNISUP, $  30.00 (MMR)         Panache                     Al Hobbs
WXTZ, 1430,  1 KW (DA-N)       , EZ            ABC I UNISUP, $  30.00 (Christal)    WIN/ML                      Ken Brown
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FM STATIONS

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WENS-F   97.1,  23 KW @  739, AC                         , $ 100.00 (McGuild)     Emmis                       Chris Woodward
WFBQ-F,  94.7,  41 KW @  900, AOR                 SOURCE, $ 160.00 (Katz)        Great American              Chris Wheat
WFMS-F,  95.5,  13 KW @  990, COUNTRY                    , $ 115.00 (Eastman)     Susquehanna                 Monte Maupin
WKLR-F,  93.1,  12 KW @ 1022, OLDIES                     , $ 107.00 (Durpetti)    Sconnix                     Roy Cooker
WMJC-F, 103.3,  18 KW @  840, AC            ABC E UNISUP, $  49.00 (Christal)    ML/WIN                      Ken Brown
WPZZ-F,  95.9,   3 KW @  300, GOSPEL             SBN NBN, $  17.00 (---)         Willis    (FRANKLIN)        Dwight Barnett

WSYW-F, 107.1,   1 KW @  604, CLASSICAL              UPI, $  25.00 (CMBS)        Universal   (DANVILLE)    Steven Ross
WTLC-F, 105.7,  50 KW @  450, BLACK                      , $  58.00 (MMR)         Panache                     Al Hobbs
WTPI-F, 107.9,  22 KW @  762, SOFT AC            UNIULT, $  58.00 (Torbet)      Mystar                      Tim Medland
WXIR-F,  96.3,   3 KW @  290, RELIGION                   , $  15.00 (---)                      (PLAINFIELD)  Gary Arnold
WZPL-F,  99.5,  13 KW @  990, CHR                    APR, $  88.00 (HNWH)        Booth                       Roger Ingram

WTTS-F,  92.3,  37 KW @ 1090, CHR                        , $  34.00 (Republic)    Sarkes Tarzian (BLOOMINGTON) Geoff Vargo
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*********************************************** F O R M A T   C O D E S ***********************************************
*                                                                                                                     *
*  AC  - Adult Contemporary                                                J/NA - Jazz and New Age                    *
*  AOR - Album Oriented Rock                                               M    - Middle of Road, (MOR)  Full Service *
*  B   - Black (audience predominately black - over 60%)                   N    - News                                *
*  BB  - Big Band, Nostalgia                                               O    - Oldies (1955 to near 1988)          *
*  C   - Country                                                           R    - Religion, Christian
*  CHR - Contemporary Hit Radio, Top 40, Contemporary                      SAC  - Soft Adult Contemporary             *
*  CL  - Classical                                                         SP   - Hispanic/Spanish                    *
*  CL AOR - Classic AOR, Classic Rock                                      T    - Talk                                *
*  E   -  Ethnic                                                           U    - Urban (majority of audience is non- *
*  EZ  - EZ Listening, Beautiful Music, Some Very soft AC                            white)                           *
*  G   - Gospel                                                            ?    - Others or Unknown                   *
*                                                                                                                     *
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JACKSON, MS

Arbitron Rank/Pop (12+): 113/324,600	Stations: 19/19	1989 Revenue: $11,100,000
	Diaries: 780/416:1/48.5%	HH Inc.: $24,243
MSA Rank/Pop: 118/402,600	Sample Target: 720	Retail $: 2.4 Bil
ADI # 86	% Below Line: 0.0	Pop per Station: 17,084
Average Person Ratings: 18.4	% Not Listed: 14.9	#1 Biller: WMSI-F $3,300,000
Market TSL: 24.50 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WMSI-F	(C)	101/16.9	13.6	15.7	——	14.2	——	214/2327	853/26.3	27.7	27.3		17.3	105	966	WMSI-F
2. WJMI-F	(B)	97/16.2	15.6	16.6	——	17.8	——	169/1593	911/28.1	26.4	29.0		17.8	108	1050	WJMI-F
3. WSTZ-F	(AOR)	40/ 6.7	3.0	2.4	——	6.8	——	58/532	349/10.8	7.5	6.9		8.7	53	457	WSTZ-F
4. WKXI	(B)	38/ 6.4	6.1	5.5	——	5.4	——	49/630	540/16.6	16.5	16.8		5.3	32	397	WKXI
5. WTYX-F	(CHR)	37/ 6.2	6.0	7.8	——	8.8	——	63/1020	561/17.3	18.1	21.9		5.8	35	670	WTYX-F
6. WOHT-F	(CHR)	35/ 5.9	6.1	4.3	——	5.9	——	87/1240	556/17.1	17.0	13.4		6.1	37	846	WOHT-F
WOAD	(GOSP)	35/ 5.9	6.5	5.2	——	8.1	——	35/365	365/11.2	11.3	13.5		6.3	38	451	WOAD
8. WSLI-F	(AC)	24/ 4.0	2.6	4.0	——	7.5	——	36/732	313/ 9.6	10.8	12.9		2.1	13	407	WSLI-F
9. WLIN-F	8EZ)	22/ 3.7	3.4	4.0	——	——	——	23/301	268/ 8.3	9.3	12.8		1.8	11	197	WLIN-F
10. WMJW-F	(AC)	17/ 2.8	4.7	5.4	——	2.2	——	31/580	330/10.2	12.6	12.3		5.4	33	356	WMJW-F
11. WMGO	(GOSP)	12/ 2.0	0.7	2.1	——	1.3	——	12/180	180/ 5.5	1.1	3.1		1.0	6	159	WMGO
12. WSLI	(C)	11/ 1.8	1.3	1.9	——	1.6	——	11/192	186/ 5.7	6.9	6.8		0.8	5	114	WSLI
13. WJNT	(T)	10/ 1.7	3.0	3.5	——	2.2	——	11/130	121/ 3.7	6.3	6.7		2.1	13	168	WJNT
WJDX	(SAC)	10/ 1.7	2.6	2.1	——	3.1	——	13/347	269/ 8.3	11.6	8.7		0.7	4	184	WJDX

12+ FM SHARE (METRO): 75.00% (381 of 508) (SPG 89: 73.03%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F>	1 WMSI-F	1 WMSI-F>	1 WMSI-F>>	1 WMSI-F>	1 WMSI-F>	1 WMSI-F<	1 WJMI-F>>	1 WJMI-F>
2 WOHT-F	2 WSTZ-F	2 WMSI-F>	2 WJMI-F	2 WJMI-F	2 WOAD	2 WJMI-F>	2 WJMI-F>	2 WJMI-F>>	2 WMSI-F	2 WMSI-F>
WMSI-F>	3 WOHT-F	3 WSTZ-F	3 WTYX-F	3 WTYX-F	3 WTYX-F	3 WKXI	3 WTYX-F	3 WSTZ-F	3 WOHT-F	3
4	WMSI-F>	4 WTYX-F	4 WSTZ-F<	4 WSTZ-F	4 WLIN-F	4 WSTZ-F	4 WSTZ-F<	4 WTYX-F	4 WSTZ-F	4
5	5 WKXI	5 WKXI <	5 WKXI	WKXI	WKXI	5 WTYX-F	5 WOAD	5 WOAD	5 WKXI	5
6	6 WSLI-F	6 WOHT-F	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WJMI-F>>	1 WJMI-F>>	1 WJMI-F	1 WJMI-F	1 WMSI-F>	1 WJMI-F>>	1 WJMI-F>	1 WJMI-F	1 WJMI-F	1 WMSI-F>
2 WOHT-F>>	2 WOHT-F	2 WMSI-F	2 WMSI-F>	2 WJMI-F	2 WSTZ-F	2 WSTZ-F>>	2 WSTZ-F>	2 WSTZ-F	2 WSTZ-F
3 WMSI-F	3 WMSI-F	3 WSLI-F	3 WTYX-F	3 WTYX-F	3 WOHT-F>>	3 WMSI-F	3 WKXI >	3 WMSI-F>	WJMI-F
4 WSTZ-F	4 WSLI-F	4 WOHT-F>	WOHT-F	4 WSLI-F	4 WMSI-F>	WKXI	4 WMSI-F	4 WTYX-F	4 WTYX-F
WSLI-F>	5	5 WTYX-F	5 WSLI-F	WOAD	5	5 WOHT-F	5 WOAD >>	5 WKXI	5 WKXI
6	6	6 WKXI	6	WKXI	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		72 (2)	72 (2)	14.2	14.2
AOR/CLASSIC		40 (1)	40 (1)	7.9	3.7
AC/OLDIES/SOFT ROCK	10 (1)	41 (2)	51 (3)	10.0	11.0
MOR/VARIETY					2.4
COUNTRY	11 (1)	104 (2)	115 (3)	22.6	22.7
BLACK/URBAN	38 (1)	97 (1)	135 (2)	26.6	26.2
BEAUTIFUL/EASY		22 (1)	22 (1)	4.3	4.7
NEWS/TALK	10 (1)		10 (1)	2.0	4.1
NOSTALGIA	4 (1)		4 (1)	0.8	
RELIGION/GOSPEL	47 (2)	5 (1)	52 (3)	10.2	10.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	7 (2)		7 (2)	1.4	
	127 (9)	381 (10)	508 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHJT-F	93.5	Clinton/Jackson	0.8/3.5/ 6/ 123
WIIN-F	98.7	Vicksburg	0.5/2.4/ 6/ 212
WJXN	1450	Jackson	0.5/2.8/ 3/ 90
WONG	1150	Canton	0.7/1.4/ 4/ 62
WZRX	1590	Jackson	0.7/2.7/ 4/ 88

RADIO STATIONS

WJDX	620	5 KW/1 KW (DA-N)	Soft AC		$15.00	(Mc-Guild)	Capstar	Ken Windham
WJNT	1180	50 KW/5 KW (DA-2)	Talk	NBC ABC T	$14.00	(——)		Jim McAllily
WKXI	1300	5 KW/1 KW	Black	SBN	$16.00	(Banner)	Opus	Kevin Webb
WMGO	1370	1 KW (DAYS)	Gospel	UNIULT	$ 7.00	(——)		Mike McCulloch
WOAD	1400	1 KW	Gospel	NBN	$15.00	(Durpetti)	Holt	Carl Haynes
WSLI	930	5 KW (DA-N)	Country	CBS	$ NA	(Eastman)		Bobby Imbragulio
WJMI-F	99.7	98 KW @ 1060	Black	ABC FM CBS	$45.00	(Durpetti)	Holt	Carl Haynes
WLIN-F	101.7	3 KW @ 300	EZ	UNIULT	$15.00	(Regional)	(GLUCKSTADT)	Bill Clark
WMJW-F	107.5	100 KW @ 951	AC		$15.00	(Republic)	(MAGEE)	Craig Scott
WMSI-F	102.9	100 KW @ 1800	Country	ABC E	$70.00	(Mc-Guild)	Capstar	Ken Windham
WOHT-F	95.5	100 KW @ 1058	CHR	UNIPWR	$23.00	(HNWH)	Jenne	Aubrey Prince
WSLI-F	96.3	100 KW @ 1415	AC		$32.00	(Eastman)		Bobby Imbragulio
WSTZ-F	106.7	100 KW @ 1064	AOR	UNISUP	$33.00	(HNWH)	Lewis (VICKSBURG)	Bob Rall
WTYX-F	94.7	100 KW @ 1117	CHR	ABC C	$44.00	(Banner)	Opus	Kevin Webb

Miscellaneous Comments: WSLI A/F sold by Osborn-Reynolds to Spur Austin for $3,500,000 (Fischer)...

JACKSONVILLE

Arbitron Rank/Pop (12+): 51/783,500
MSA Rank/Pop: 58/920,400
ADI # 56
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 21/20
Diaries: 1055/743:1/49.1%
Sample Target: 1090
% Below Line: 0.3
% Not Listed: 18.0

1989 Revenue: $23,300,000
HH Inc.: $26,802
Retail $: 6.0 Bil
Pop per Station: 39,175
#1 Biller: WAPE-F $4,600,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WAPE-F	(CHR)	168/12.8	10.8	14.0	14.3	13.8	13.0	199/2560	2109/26.9	30.2	28.2		13.3	171	2047	WAPE-F
2.	WFYV-F	(AOR)	117/ 8.9	9.4	7.5	9.5	8.3	8.8	125/1551	1389/17.7	16.0	14.5		12.5	161	1441	WFYV-F
3.	WQIK-F	(C)	114/ 8.7	10.5	10.4	9.8	12.2	9.9	157/1655	1208/15.4	19.3	19.4		9.4	121	1293	WQIK-F
4.	WEJZ-F	(SAC)	113/ 8.6	7.7	7.7	8.4	6.3	8.1	121/1481	1377/17.6	17.5	13.6		6.3	81	996	WEJZ-F
5.	WKQL-F	(O)	88/ 6.7	5.1	5.3	4.6	6.0	5.4	98/1334	1189/15.2	15.4	15.6		7.8	101	1360	WKQL-F
6.	WIVY-F	(AC)	75/ 5.7	4.6	5.1	5.2	5.4	5.1	79/1201	1172/15.0	15.4	14.9		6.5	84	921	WIVY-F
7.	WHJX-F	(B)	71/ 5.4	6.8	5.3	1.3	----	4.7	113/1064	808/10.3	8.4	0.0		9.3	120	1064	WHJX-F
8.	WZAZ-F	(B)	50/ 3.8	3.6	2.7	4.0	6.1	3.5	53/841	801/10.2	9.2	10.7		3.2	41	873	WZAZ-F
9.	WCRJ-F	(C)	47/ 3.6	5.3	5.0	5.5	3.7	4.8	57/783	686/ 8.8	11.9	9.6		3.4	44	584	WCRJ-F
10.	WIOI-F	(CL AOR)	46/ 3.5	3.2	2.6	3.0	2.3	3.1	57/844	722/ 9.2	8.3	6.4		2.8	36	624	WIOI-F
11.	WZAZ	(B)	41/ 3.1	3.0	3.1	3.5	3.1	3.2	41/420	420/ 5.4	6.0	6.0		1.8	23	320	WZAZ
12.	WCGL	(GOSP)	38/ 2.9	3.3	1.9	2.2	1.5	2.6	38/384	384/ 4.9	3.2	3.0		0.7	9	228	WCGL
13.	WOKV	(N/T)	32/ 2.4	2.8	4.3	3.7	3.1	3.3	33/534	512/ 6.5	8.8	6.7		3.4	44	520	WOKV
14.	WSVE	(GOSP)	31/ 2.4	2.4	1.8	1.8	1.1	2.1	31/336	336/ 4.3	3.2	2.9		2.1	27	438	WSVE

12+ FM SHARE (METRO): 83.32% (899 of 1079) (SPG 89: 81.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAPE-F>>	1 WAPE-F	1 WAPE-F	1 WEJZ-F	1 WEJZ-F	1 WQIK-F	1 WAPE-F	1 WAPE-F<	1 WAPE-F	1 WAPE-F>	1 WHJX-F
2 WZAZ-F>	2 WFYV-F>	2 WFYV-F	2 WKQL-F	2 WKQL-F	2 WEJZ-F	2 WQIK-F>	2 WEJZ-F	2 WEJZ-F	2 WFYV-F	2 WQIK-F<
3 WFYV-F	3 WIVY-F<	3 WEJZ-F	3 WFYV-F	3 WAPE-F<	3 WKQL-F>	3 WFYV-F	3 WQIK-F<	3 WFYV-F	3 WHJX-F	3 WAPE-F
4 WHJX-F	4 WHJX-F>	4 WKQL-F	WAPE-F	4 WFYV-F	4	WEJZ-F<	4 WFYV-F	4 WQIK-F<	4 WEJZ-F	4 WFYV-F
5	5 WIOI-F	5 WIVY-F	5 WQIK-F	5 WQIK-F	5	5 WIVY-F	5 WIVY-F<	5 WKQL-F	5 WQIK-F	5 WOKV
6	6 WEJZ-F	6 WQIK-F	6 WIVY-F	6 WIVY-F	6	6	6 WKQL-F	6	6	WEJZ-F
7	7	WHJX-F	7	7	7	7	7	7	7	7 WZAZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAPE-F>>	1 WAPE-F>	1 WIVY-F<	1 WAPE-F	1 WEJZ-F>	1 WFYV-F<	1 WFYV-F>	1 WFYV-F>>	1 WFYV-F	1 WFYV-F<
2 WHJX-F	2 WIVY-F>	2 WAPE-F>	2 WEJZ-F	2 WIVY-F	2 WAPE-F>>	2 WAPE-F>>	2 WAPE-F>	2 WAPE-F	2 WKQL-F>
3 WIVY-F	3 WHJX-F	3 WEJZ-F	3 WIVY-F>	WAPE-F	3 WHJX-F>	3 WHJX-F>	3 WIVY-F	3 WKQL-F	3 WEJZ-F
4 WFYV-F>	4 WFYV-F	4 WFYV-F	4 WHJX-F<	4 WQIK-F	4 WIOI-F>	4 WIVY-F<	4 WHJX-F	4 WEJZ-F	4 WQIK-F
5 WZAZ-F	5 WIOI-F	5 WIOI-F	5 WQIK-F	5 WKQL-F	5	5 WIOI-F	5 WIOI-F	5 WQIK-F<	WAPE-F
WIOI-F	WEJZ-F	WHJX-F	6 WKQL-F	6	6	6	WCRJ-F	6 WHJX-F	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		172 (2)	172 (2)	15.9	18.4
AOR/CLASSIC		163 (2)	163 (2)	15.1	14.3
AC/OLDIES/SOFT ROCK	18 (2)	282 (4)	300 (6)	27.8	24.1
MOR/VARIETY					
COUNTRY	5 (1)	161 (2)	166 (3)	15.4	21.2
BLACK/URBAN	41 (1)	121 (2)	162 (3)	15.0	11.2
BEAUTIFUL/EASY					
NEWS/TALK	32 (1)		32 (1)	3.0	3.8
NOSTALGIA	9 (1)		9 (1)	0.8	0.5
RELIGION/GOSPEL	75 (3)		75 (3)	7.0	5.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	180 (9)	899 (12)	1079 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFOY	1240	St. Augustine	0.7/1.2/ 9/ 93
WPDQ	690	Jacksonville	0.5/2.3/ 7/ 187
WQIK	1320	Jacksonville	0.4/1.3/ 5/ 134
WROS	1050	Jcksnvl/Daytona	0.5/2.0/ 6/ 158
WRXJ	930	Jacksonville	0.8/1.8/ 11/ 148
WSOS-F	105.5	St. Augustine	0.5/1.3/ 6/ 112
WNFI-F	99.9	Palatka	0.3/2.8/ 16/ 350

RADIO STATIONS

WCGL ,	1360,	5 KW (DAYS)	, Gospel	SBN,	$ 15.00	(K & P)		Emily Timmons
WOKV ,	600,	5 KW (DA-N)	, News/Talk	ABC T CBS,	$ 25.00	(MMR)	EZ	Jeff Dorf
WSVE ,	1280,	5 KW (DAYS)	, Gospel	UNIPWR,	$ 13.00	(Republic)		Daryl Spann
WZAZ ,	1400,	1 KW	, Black	SBN,	$ 14.00	(Roslin)		Mark Picus
WAPE-F,	95.1,	100 KW @ 984	, CHR	,	$100.00	(Christal)	Evergreen	Mark Schwartz
WCRJ-F,	107.3,	100 KW @ 705	, Country	,	$ 46.00	(Katz)	Hoker	Linda Byrd
WEJZ-F,	96.1,	100 KW @ 984	, Soft AC	ABC D,	$ 47.00	(Katz)	Renda	Jim Jerrels
WFYV-F,	104.5,	100 KW @ 1014	, AOR	NBC,	$ 74.00	(MC-Guild)	Metroplex	Yulee Commander
WHJX-F,	101.5,	100 KW @ 1863	, Black	ABC C,	$ 30.00	(Durpetti)	(BRUNSWICK, GA)	Walter Berry
WIOI-F,	100.7,	36 KW @ 1463	, Classic AOR	,	$ 36.00	(---)	Osborn (BRUNSWICK, GA)	Buc Weatherby
WIVY-F,	102.9,	100 KW @ 1014	, AC	APR,	$ 62.00	(Banner)	Taylor	John Hunt
WKQL-F,	96.9,	100 KW @ 1013	, Oldies	,	$ 70.00	(MMR)	EZ	Jeff Dorf
WQIK-F,	99.1,	100 KW @ 1014	, Country	ABC E,	$ 98.00	(Eastman)	Jacor	Bill Mize
WZAZ-F,	92.7,	1.3 KW @ 497	, Black	CBS,	$ 21.00	(Roslin)	(GREEN COVE SPGS)	Mark Picus

Misc. Comments: WAIV-F changes to WKQL and format from AC to mostly Oldies (Jan) . . .WQIK A/F sold by Jacor to Capstar (never closed) for $13,000,000 (Americom)...

JOHN CITY-KINGSPORT

Arbitron Rank/Pop (12+): 92/377,700
MSA Rank/Pop: 107/444,800
ADI # 87
Average Person Ratings: 15.2
Market TSL: 20.00 hours

Stations: 27/22
Diaries: 883/428:1/59.2%
Sample Target: 780
% Below Line: 6.1
% Not Listed: 11.8

1989 Revenue: $9,900,000
HH Inc.: $23,100
Retail $: 2.6 Bil
Pop per Station: 17,168
#1 Biller: WQUT-F $2,150,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WQUT-F	(CHR)	134/23.3	19.3	20.6	19.6	22.6	----	171/2096	1451/38.4	36.2	37.0		24.3	146	1452	WQUT-F
2. WXBQ-F	(C)	105/18.3	19.1	19.0	17.6	19.4	----	158/1966	1205/31.9	34.7	29.7		20.5	123	1335	WXBQ-F
3. WTFM-F	(AC)	73/12.7	14.6	14.6	14.9	17.1	----	107/1507	1076/28.5	29.9	29.3		15.0	90	1049	WTFM-F
4. WUSJ-F	(C)	24/ 4.2	4.5	3.7	3.4	3.1	----	25/428	400/10.6	11.6	7.5		3.0	18	288	WUSJ-F
5. WJCW	(C)	21/ 3.7	4.5	5.2	7.2	7.2	----	21/424	402/10.6	10.1	13.6		2.5	15	348	WJCW
6. WIMZ-F	(AOR)	20/ 3.5	1.7	2.0	----	----	----	42/492	267/ 7.1	4.6	3.7		6.0	36	292	WIMZ-F
7. WZXY-F	(CHR)	18/ 3.1	4.2	2.8	4.4	3.5	----	18/378	373/ 9.9	9.4	9.9		5.3	32	546	WZXY-F
8. WKPT	(EZ)	14/ 2.4	3.5	3.8	4.0	3.1	----	14/261	261/ 6.9	8.2	8.4		2.8	17	251	WKPT

12+ FM SHARE (METRO): 78.70% (399 of 507) (SPG 89: 77.71%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>	1 WQUT-F	1 WQUT-F<	1 WXBQ-F>	1 WQUT-F>	1 WQUT-F	1 WQUT-F>	1 WQUT-F>	1 WQUT-F
2 WZXY-F>	2 WXBQ-F	2 WXBQ-F	2 WXBQ-F<	2 WXBQ-F	2 WTFM-F	2 WXBQ-F	2 WXBQ-F>	2 WXBQ-F>	2 WXBQ-F	2 WXBQ-F
3	3 WTFM-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WQUT-F>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F>>	3 WTFM-F
4	4 WIMZ-F	4	4	4	4 WJCW	4 WJCW	4	4	4 WZXY-F	4
5	5	5	5	5	5 WUSJ-F	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>>	1 WQUT-F>	1 WQUT-F>>	1 WQUT-F<	1 WXBQ-F>>	1 WXBQ-F<	1 WXBQ-F>
2 WXBQ-F>	2 WTFM-F>	2 WTFM-F>>	2 WTFM-F	2 WTFM-F<	2 WXBQ-F	2 WXBQ-F>>	2 WQUT-F>	2 WQUT-F>	2 WTFM-F<
3 WIVK-F	3 WXBQ-F>	3 WXBQ-F	3 WXBQ-F>>	3 WXBQ-F>>	3 WTFM-F	3 WIMZ-F	3 WIMZ-F	3 WTFM-F>>	3 WQUT-F>>
WZXY-F	4 WIMZ-F	4 WIMZ-F>>	4	4	4 WIMZ-F>	WTFM-F	4 WTFM-F>	4 WIMZ-F	4
WTFM-F>	5	5	5	5	5	5	5	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		157 (4)	157 (4)	31.0	28.4
AOR/CLASSIC		20 (1)	20 (1)	3.9	2.7
AC/OLDIES/SOFT ROCK		80 (2)	80 (2)	15.8	18.5
MOR/VARIETY					0.4
COUNTRY	59 (8)	140 (4)	199 (12)	39.3	38.7
BLACK/URBAN					
BEAUTIFUL/EASY	14 (1)		14 (1)	2.8	5.1
NEWS/TALK					
NOSTALGIA	5 (1)		5 (1)	1.0	1.0
RELIGION/GOSPEL	30 (5)	2 (1)	32 (6)	6.3	5.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	108 (15)	399 (12)	507 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABN-F	92.7	Abingdon	0.3/1.5/ 2/ 71
WBBI	1230	Abingdon	0.3/2.0/ 3/ 90
WBCV	1550	Bristol	0.3/1.8/ 2/ 68
WBEJ	1240	Elizabethton	1.2/2.3/ 8/ 89
WDUF	1120	Duffield	1.0/1.4/ 6/ 63
WEMB	1420	Erwin	0.9/2.0/ 5/ 74
WETB	790	Johnson City	1.7/3.9/ 12/ 196
WFHG	980	Bristol	1.6/5.2/ 9/ 212
WIKQ-F	94.9	Greenville	1.2/3.2/ 11/ 245
WKIN	1320	Kingsport	0.7/2.3/ 4/ 85
WMCH	1260	Church Hill	1.6/3.1/ 10/ 120
WMEV-F	93.9	Marion	0.3/1.3/ 23/ 297
WOPI	1490	Bristol	0.9/3.0/ 5/ 112
WRGS	1370	Rogerville	0.9/2.1/ 6/ 98
WZAP	690	Bristol	1.4/3.2/ 8/ 186
WFGW	1010	Black Mountain	0.2/0.0/ 0/ 0
WIVK-F	107.7	Knoxville	1.6/3.2/ 51/ 507
WMIT-F	106.9	Black Mountain	0.3/1.6/ 4/ 82
WOKI-F	100.3	Oak Ridge/Knxvl	0.5/1.8/ 18/ 386

RADIO STATIONS

WJCW ,	910,	5 KW/1 KW (DA-N) ,	Country	MBS, $18.00	(Katz)	Bloomington	(JOHNSN CTY)	Ken Maness
WKPT ,	1400,	1 KW ,	EZ	ABC E, $13.00	(Republic)	Home News	(KINGSPORT)	Dave Widener
WFHG ,	980,	5 KW/1 KW (DA-N) ,	Oldies	ABC D SMN, $12.00	(mc-Guild)	Nininger	(BRISTOL,VA)	W. Nininger
WQUT-F,	101.5,	100 KW @ 1497 ,	CHR	CBS, $48.00	(Katz)	Bloomington	(JOHNSN CTY)	Ken Maness
WTFM-F,	98.5,	100 KW @ 1260 ,	AC	ABC E, $38.00	(Republic)	Home News	(KINGSPORT)	Dave Widener
WUSJ-F,	99.3,	3 KW @ 328 ,	Country	NBC, $17.00	(Durpetti)		(ELIZABETHTOWN)	Eaton Govan
WXBQ-F,	96.9,	67 KW @ 2240 ,	Country	ABC I, $42.00	(Mc-Guild)	Nininger	(BRISTOL, VA)	Debbie Messner
WZXY-F,	104.5,	1.4 KW @ 480 ,	CHR	ABC C, $16.00	(Torbet)	Bahakel	(KINGSPORT)	Wayne Grills

WIMZ-F — See Knoxville Miscellaneous Comments: WOPI sold for $140,000...

JOHNSTOWN

Arbitron Rank/Pop (12+): 150/211,100
MSA Rank/Pop: 173/250,300
ADI # 88 (W/Altoona)
Average Person Ratings: 18.4
Market TSL: 24.25 hours

Stations: 28/13
Diaries: 610/346:1/59.9%
Sample Target: 610
% Below Line: 22.2
% Not Listed: 10.6

1989 Revenue: $4,800,000
HH Inc.: $20,011
Retail $: 1.26 Bil
Pop per Station: 16,238
#1 Biller:

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGLU-F	(CHR)	59/15.2	----	13.9	----	12.8	----	67/705	585/27.7		28.1					WGLU-F
2. WKYE-F	(AC)	49/12.6	----	12.3	----	12.0	----	69/778	557/26.4		28.2					WKYE-F
3. WYSN-F	(BB)	25/ 6.4	----	6.7	----	3.9	----	25/265	247/11.7		11.7					WYSN-F
4. WJNL-F	(EZ)	24/ 6.2	----	4.3	----	3.1	----	25/289	270/12.8		13.9					WJNL-F
WIYQ-F	(O)	24/ 6.2	----	2.9	----	3.6	----	26/401	291/13.8		13.3					WIYQ-F
6. WJAC	(MOR)	21/ 5.4	----	7.8	----	9.4	----	21/354	321/15.2		19.2					WJAC
7. WDVE-F	(AOR)	18/ 4.6	----	6.1	----	4.7	----	27/386	258/12.2		14.2					WDVE-F
8. WVSC-F	(AC)	12/ 3.1	----	1.3	----	1.0	----	12/185	185/ 8.8		4.4					WVSC-F
9. WJNL	(BB)	11/ 2.8	----	1.9	----	2.9	----	11/171	171/ 8.1		6.5					WJNL
10. WVSC	(C)	10/ 2.6	----	3.5	----	3.1	----	10/159	159/ 7.5		7.4					WVSC
11. WBZZ-F	(CHR)	8/ 2.1	----	2.4	----	2.9	----	15/212	124/ 5.9		7.6					WBZZ-F
WBXQ-F	(CL AOR)	8/ 2.1	----	1.1	----	4.2	----	10/172	134/ 6.3		7.1					WBXQ-F
WADJ	(MOR)	8/ 2.1	----	0.8	----	1.0	----	8/91	91/ 4.3		3.0					WADJ

12+ FM SHARE (METRO): 79.54% (276 of 347) (SPG 89: 77.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WGLU-F	1 WGLU-F	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WYSN-F	1 WGLU-F	1 WKYE-F	1 WGLU-F	1 WGLU-F>>	1 WKYE-F
2	2 WKYE-F>>	2 WGLU-F>>	2 WGLU-F>	2 WGLU-F	2 WKYE-F	2 WKYE-F>	2 WGLU-F>	2 WKYE-F>>	2 WJNL	2 WGLU-F
3	3 WDVE-F>	3 WIYQ-F>	3 WIYQ-F>	3 WIYQ-F>	3 WJAC	3 WJNL-F	3 WYSN-F	3 WIYQ-F	3 WKYE-F	3 WVSC
4	4 WJNL-F	4 WDVE-F	4 WJNL-F	4 WJNL-F	4 WJNL-F	4 WIYQ-F<	4 WIYQ-F	4 WYSN-F	4 WDVE-F	4
5	WIYQ-F	5 WJNL-F	5 WJAC	5 WJAC	WIYQ-F	5 WYSN-F	5 WJNL-F	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGLU-F>>	1 WGLU-F>	1 WGLU-F	1 WGLU-F>	1 WGLU-F>	1 WKYE-F	1 WKYE-F	1 WKYE-F	1 WKYE-F>	1 WKYE-F>>
2 WKYE-F>	2 WKYE-F>	2 WKYE-F	2 WKYE-F>	2 WKYE-F	2 WGLU-F>>	2 WGLU-F>	2 WGLU-F>	2 WGLU-F>	2 WIYQ-F
3 WDVE-F>>	3 WJNL-F>	3 WJNL-F>	3 WIYQ-F	3 WJNL-F	3 WMYG-F	3 WDVE-F	3 WDVE-F	3 WDVE-F	WGLU-F>
4	4 WDVE-F	4 WIYQ-F>	4 WJNL-F	WIYQ-F	WDVE-F>	4	4 WIYQ-F>	4 WIYQ-F	4 WDVE-F
	WIYQ-F	5 WALY-F	5	5	5 WVSC-F>>	5	5 WBXQ-F>	5	WJAC

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		67 (2)	67 (2)	19.3	18.9
AOR/CLASSIC		25 (2)	25 (2)	7.2	8.7
AC/OLDIES/SOFT ROCK	8 (1)	129 (9)	137 (10)	39.5	29.5
MOR/VARIETY	38 (3)		38 (3)	11.0	15.8
COUNTRY	21 (4)	16 (3)	37 (7)	10.7	10.6
BLACK/URBAN					0.9
BEAUTIFUL/EASY		14 (2)	14 (2)	4.0	4.7
NEWS/TALK					
NOSTALGIA		25 (1)	25 (1)	7.2	7.8
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	4 (1)		4 (1)	1.2	3.1
	71 (9)	276 (19)	347 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCRO	1230	Johnstown	1.5/4.9/ 6/ 115
WNCC	950	Barnesboro	1.0/2.0/ 5/ 65
KDKA	1020	Pittsburgh	1.5/5.6/ 13/ 255
WALY-F	103.9	Bellwood/Altna	1.0/3.4/ 4/ 82
WDSY-F	107.9	Pittsburgh	1.5/3.3/ 14/ 281
WFBG-F	98.1	Altoona/St.Clge	1.8/4.7/ 23/ 299
WFRB	560	Frostburg/Cumbr	0.3/2.5/ 1/ 53
WFRB-F	105.3	Frostburg/Cmbrl	1.8/4.9/ 8/ 135
WLTJ-F	92.9	Pittsburgh	0.8/3.4/ 3/ 79
WMXP-F	100.7	N. Kensingston	0.5/1.8/ 8/ 109
WMYG-F	96.9	Braddock	1.8/3.3/ 16/ 199
WOWQ-F	102.1	DuBois	0.8/3.1/ 27/ 350
WSHH-F	99.7	Pittsburgh	1.8/4.6/ 12/ 175
WVAM	1430	Altoona	1.0/2.0/ 4/ 54
WWSW-F	94.5	Pittsburgh	0.8/3.0/ 0/ 0

RADIO STATIONS

WADJ, 1330,	5 KW/35W (DA-1)	, MOR	CNN, UNISUP ,	$ 9.00	(Roslin)	(SOMERSET)	Ron Lorence
WCRO, 1230,	1 KW (DA-1)	, COUNTRY	SMN, ABC I ,	$ 8.00	(Republic)		
WJAC, 850,	10 KW (DA-1)	, MOR/OLDIES	ABC, UNISUP,	$ 20.00	(McGuild)		Mike Broeig
WJNL, 1490,	1 KW	, NOSTALGIA	NBC, UNISUP ,	$ 12.00	(Roslin)		Bill Bingler
WVSC, 990,	10 KW/100W (DA-1)	, COUNTRY	ABC E ,	$ 7.00	(Regional)	(SOMERSET)	Dick Adams
WBXQ-F, 94.3,	.4 KW @ 958,	CLASSIC AOR	ABC F UNISUP,	$ 17.00	(Roslin)	(CRESSON)	Neil Hart
WGLU-F, 92.1,	.3 KW @ 1000,	CHR	SOURCE ,	$ 27.00	(Republic)		Ralph Lovette
WIYQ-F, 99.1,	50 KW @ 500,	OLDIES	SMN ,	$ 12.00	(Dome)	(EBENSBURG)	Carey Simspon
WJNL-F, 96.5,	50 KW @ 490,	EZ	RADRAD ,	$ 17.00	(Roslin)		Bill Bingler
WKYE-F, 95.5,	57 KW @ 1060,	AC	UNISUP, UNIPWR ,	$ 30.00	(McGuild)		Mike Brosig
WVSC-F, 97.7,	3 KW @ 270,	AC	ABC I, UNISUP ,	$ 8.00	(Regional)	(SOMERSET)	Dick Adams
WYSN-F, 101.7,	.7 KW @ 645,	NOSTALGIA	CNN, UNISUP ,	$ 11.00	(Roslin)	(CENTRAL CITY)	Ron Lorence

OTHER RANKED STATIONS: See Pittsburgh Miscellaneous Comments: WJNL A/F sold for $1,350,000...WJNL A/F - station seized by National Credit Union Admin...

KALAMAZOO

Arbitron Rank/Pop (12+): 161/185,400
MSA Rank/Pop: 194/220,800
ADI # 37 (w/Grand Rapids)
Average Person Ratings: 15.9
Market TSL: 21.00 hours

Stations: 21/10
Diaries: 594/312:1/51.5%
Sample Target: 610
% Below Line: 17.3
% Not Listed: 19.7

1989 Revenue: $8,200,000
HH Inc.: $31,591
Retail $: 1.6 Bil
Pop per Station: 18,540
#1 Biller: WKFR-F $2,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKFR-F	(CHR)	54/18.3	19.9	19.4	17.3	28.5	——	84/1078	704/38.0	39.9	39.5		22.2	60	777	WKFR-F
2. WRKR-F	(CL AOR)	44/14.9	11.4	15.6	7.3	——	——	72/693	440/23.7	21.7	26.0		18.9	51	529	WRKR-F
3. WKZO	(MOR)	26/ 8.8	7.2	9.3	10.0	12.6	——	41/776	482/26.0	23.9	24.5		6.7	18	399	WKZO
4. WQLR-F	(EZ)	24/ 8.1	7.2	7.6	8.0	9.5	——	35/446	311/16.8	14.5	14.5		7.4	20	299	WQLR-F
5. WNWN-F	(C)	23/ 7.8	15.0	9.3	10.0	10.3	——	72/788	311/16.8	18.6	16.9		10.0	27	282	WNWN-F
6. WOOD-F	(EZ)	14/ 4.7	2.9	4.2	4.5	4.0	——	39/570	254/13.7	11.3	12.9		3.3	9	174	WOOD-F
7. WJFM-F	(O)	11/ 3.7	3.6	3.5	7.6	5.9	——	28/469	285/15.4	12.0	12.0		2.2	6	195	WJFM-F
8. WGRD-F	(CHR)	7/ 2.4	2.3	2.4	2.4	2.8	——	32/709	248/13.4	11.9	11.0		5.6	15	305	WGRD-F
9. WKLQ-F	(CHR)	6/ 2.0	2.3	1.7	0.7	1.6	——	19/445	165/ 8.9	8.4	9.5		1.5	4	130	WKLQ-F
10. WHEZ	(O)	5/ 1.7	2.3	0.7	1.7	3.6	——	5/82	76/ 4.1	4.2	3.1		1.5	4	49	WHEZ
11. WKMI	(AC)	4/ 1.4	1.6	2.4	2.8	3.6	——	4/131	123/ 6.6	9.3	8.5		2.6	7	97	WKMI

12+ FM SHARE (METRO): 83.12% (197 of 237) (SPG 89: 81.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKFR-F	1 WRKR-F	1 WKFR-F	1 WRKR-F	1 WRKR-F	1 WKZO >	1 WKFR-F	1 WKFR-F<	1 WKFR-F	1 WKFR-F>	1 WKFR-F>
2	2 WKFR-F>>	2 WRKR-F>>	2 WKFR-F>	2 WKFR-F>	2 WQLR-F	2 WKZO <	2 WRKR-F	2 WNWN-F	2 WRKR-F>>	2 WKZO >
3	3 WQLR-F	3 WQLR-F	3 WQLR-F	3 WNWN-F	3 WNWN-F	3 WRKR-F>	3 WQLR-F>	3 WRKR-F	3 WKZO	3 WRKR-F
4	WNWN-F	4 WNWN-F>	4 WNWN-F>	4 WQLR-F	4 WKFR-F	4 WQLR-F	4 WOOD-F<	4 WQLR-F	4	4
5	5 WJFM-F	5 WJFM-F	5 WKZO	5 WKZO	5 WOOD-F	5 WNWN-F	5 WNWN-F	5 WJFM-F	5	5
6	6	WKZO	6	6	6	6	6	6 WKZO	6	6
7	7	7	7	7	7	7	7	WOOD-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKFR-F>>	1 WKFR-F>>	1 WKFR-F	1 WKFR-F>>	1 WKFR-F>	1 WRKR-F	1 WRKR-F>>	1 WRKR-F>>	1 WRKR-F>>	1 WRKR-F>>
2 WKLQ-F	2 WRKR-F	2 WRKR-F>>	2 WRKR-F	2 WRKR-F	2 WKFR-F>>	2 WKFR-F	2 WKFR-F	2 WKFR-F>>	2 WKFR-F>
WIBM-F	3	3 WNWN-F	3 WQLR-F	3 WNWN-F	3 WKLQ-F	3	3 WNWN-F	3 WQLR-F	3 WQLR-F
WGRD-F	4	4 WJFM-F	4 WNWN-F	4 WQLR-F	WJFM-F>	4	4 WQLR-F>>	4 WNWN-F	WNWN-F
WRKR-F<	5	WQLR-F>	5 WOOD-F	5 WOOD-F	5 WGRD-F	5	5	5 WKZO	5 WKZO
6 WQLR-F>>	6	6 WGRD-F>>	WJFM-F	WKZO	WKZO	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	28.3	29.2
AOR/CLASSIC		48 (3)	48 (3)	20.3	20.6
AC/OLDIES/SOFT ROCK	9 (2)	18 (5)	27 (7)	11.4	9.9
MOR/VARIETY	26 (1)		26 (1)	11.0	12.0
COUNTRY	3 (1)	23 (1)	26 (2)	11.0	13.3
BLACK/URBAN					
BEAUTIFUL/EASY		38 (2)	38 (2)	16.0	14.6
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	2 (1)	3 (2)	5 (3)	2.1	0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	40 (5)	197 (16)	237 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKPR	1420	Kalamazoo	0.7/3.2/ 2/ 66
WQSN	1470	Kalamazoo/Prtge	1.0/4.0/ 3/ 74
WQXC-F	100.9	Ostego/Kalmzo.	0.3/2.2/ 7/ 124
WBXX-F	95.3	Battle Creek	0.7/4.5/ 4/ 118
WFRN-F	104.7	Elkhart/SB	0.7/3.1/ 6/ 119
WFUR-F	102.9	Grand Rapids	0.3/2.8/ 4/ 111
WIBM-F	94.1	Jackson	1.0/2.8/ 4/ 99
WJXQ-F	106.1	Jackson	0.3/3.1/ 6/ 116
WLAV-F	96.9	N. Muskegon	1.0/3.8/ 6/ 222
WODJ-F	107.3	Greenvl/grd rap	0.3/2.2/ 9/ 198

RADIO STATIONS

WHEZ, 1560, 4.1 KW (DAYS) , OLDIES UNISUP, UNIULT , $ 10.00 (Christal) (PORTAGE) Gary Mallernee
WKMI, 1360, 5 KW/1 KW (DA-2), AC ABC D , $ 14.00 (Eastman) Bob Miller
WKPR, 1420, 1 KW (DAYS) , RELIGION , $ 7.00 (—) Kuiper Henry Wielhouwer
WKZO, 590, 5 KW (DA-N) , MOR/FULL SER. CBS, MBS , $ 26.00 (McGuild) Fitzer Stan Smart
WQSN, 1470, 500 W/1 KW , COUNTRY , $ 11.00 (Banner) Fairfield Steve Trivers

WKFR-F, 103.3, 50 KW @ 483, CHR UNIPWR , $ 50.00 (Eastman) (BATTLE CREEK) Dave Hicks
WNWN-F, 98.5, 50 KW @ 500, COUNTRY ABC E , $ 32.00 (Christal) (COLDWATER) Gary Mallernee
WQLR-F, 106.5, 33 KW @ 600, SOFT AC , $ 30.00 (Banner) Fairfield Steve Trivers
WRKR-F, 107.7, 50 KW @ 486, CLASSIC AOR , $ 36.00 (HNWH) (PORTAGE) Ed Sackley

OTHER RANKED STATIONS — See Grand Rapids Miscellaneous Comments: WQLR changes from EZ to AC (March)...

KANSAS CITY

Arbitron Rank/Pop (12+): 27/1,300,900

MSA Rank/Pop: 29/1,585,500
ADI # 29
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 25/24
Diaries: 1746/745:1/59.9%
Sample Target: 1410
% Below Line: 0.3
% Not Listed: 6.3

1989 Revenue: $42,100,000
HH Inc.: $31,591
Retail $: 12.3 Bil
Pop per Station: 54,204
#1 Biller: WDAF $5,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WDAF	(C)	241/10.7	12.8	10.3	11.6	15.5	11.4	401/4575	2799/21.5	22.4	24.1		10.3	248	2532	WDAF
2. KBEQ-F	(CHR)	183/ 8.1	8.2	10.1	8.2	7.4	8.6	232/3782	2884/22.2	23.4	21.2		10.2	245	3135	KBEQ-F
3. KPRS-F	(B)	177/ 7.8	6.7	7.2	4.5	5.2	6.6	213/1896	1554/11.9	10.2	10.3		10.4	249	2190	KPRS-F
KFKF-F	(C)	177/ 7.8	7.0	9.3	7.8	7.2	8.0	231/2690	2133/16.4	18.5	15.6		7.7	185	1933	KFKF-F
5. KYYS-F	(AOR)	132/ 5.8	5.5	4.3	5.3	4.7	5.2	182/2811	1956/15.0	12.2	13.4		6.1	147	2126	KYYS-F
6. KUDL-F	(AC)	130/ 5.8	4.7	5.5	3.9	4.4	5.0	146/2226	1896/14.6	14.1	12.1		3.3	80	1168	KUDL-F
KCMO	(N/T)	130/ 5.8	6.4	7.3	6.1	6.0	6.4	165/2529	1933/14.9	21.4	14.7		4.5	107	1592	KCMO
8. KMBZ	(MOR)	125/ 5.5	2.6	3.4	6.1	6.4	4.4	138/2284	2003/15.4	11.7	18.5		3.3	80	1590	KMBZ
9. KCMO-F	(O)	116/ 5.1	4.6	3.8	6.1	5.4	4.9	142/2062	1559/12.0	12.4	15.1		4.8	115	1530	KCMO-F
10. KMBR-F	(EZ)	109/ 4.8	6.0	6.0	5.6	5.9	5.6	126/1730	1476/11.3	13.1	11.9		3.3	79	1618	KMBR-F
11. KXXR-F	(CHR)	103/ 4.6	4.3	4.9	5.1	6.7	4.7	131/2084	1626/12.5	10.8	14.0		4.8	116	1680	KXXR-F
12. KRVK-F	(AOR)	85/ 3.8	4.0	2.7	2.3	1.3	3.2	94/1862	1645/12.6	7.1	4.7		4.9	118	1713	KRVK-F
13. KCFX-F	(CL AOR)	77/ 3.4	4.1	3.2	4.6	4.3	3.8	111/1745	1314/10.1	10.4	11.7		4.7	113	1378	KCFX-F
14. KLSI-F	(AC)	73/ 3.2	4.4	4.5	4.8	4.3	4.2	87/1508	1296/10.0	11.5	10.4		4.4	106	1391	KLSI-F
15. KXTR-F	(CL)	49/ 2.2	2.9	1.9	1.5	1.8	2.1	55/849	752/ 5.8	5.0	5.1		2.4	58	858	KXTR-F

12+ FM SHARE (METRO): 67.36% (1426 of 2117) (SPG 89: 62.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBEQ-F>>	1 KYYS-F<	1 KPRS-F<	1 KFKF-F	1 KFKF-F	1 WDAF >	1 WDAF >	1 WDAF	1 WDAF	1 KMBZ >	1 WDAF >>
2 KPRS-F>	2 KPRS-F	2 KFKF-F	2 KPRS-F<	2 WDAF	2 KCMO-F	2 KBEQ-F	2 KFKF-F	2 KBEQ-F<	2 KPRS-F>	2 KCMO
3 KXXR-F	3 KBEQ-F	3 KYYS-F	3 KCMO-F	3 KPRS-F	3 KMBZ	3 KFKF-F<	3 KUDL-F	3 KFKF-F<	3 KBEQ-F>	3 KMBZ
4	4 KXXR-F<	4 KBEQ-F	4 KUDL-F	KCMO-F<	4 KIDZ	4 KCMO	4 KPRS-F<	4 KPRS-F	4 KXXR-F	4 KPRS-F
5	5 KFKF-F	5 KUDL-F	5 WDAF <	5 KUDL-F	5 KMBR-F	5 KUDL-F	5 KYYS-F	5 KYYS-F	5 KCMO	5 KFKF-F<
6	6 KCFX-F	6 KCMO-F	6 KYYS-F	6 KYYS-F	6 KCNW <	KPRS-F<	KBEQ-F<	6 KUDL-F	6 KFKF-F	6 KUDL-F
7	7 KUDL-F	7 KXXR-F	7 KBEQ-F	7 KMBR-F<	7 KUDL-F	7 KYYS-F	7 KCMO	7 KMBR-F	7 KYYS-F	7
8	8	8	8	8 KBEQ-F	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KBEQ-F	1 KBEQ-F	1 KBEQ-F<	1 KBEQ-F	1 KFKF-F
2 KXXR-F	2 KPRS-F>	2 KPRS-F	2 KPRS-F	2 KUDL-F
3 KPRS-F>	3 KXXR-F	3 KFKF-F	3 KUDL-F	3 KBEQ-F
4 KUDL-F	4 KYYS-F	4 KYYS-F	4 KFKF-F	4 KPRS-F
5 KYYS-F	KUDL-F	5 KCMO-F	5 KCMO-F	KCMO-F
6 KRVK-F	KFKF-F	6 KUDL-F	6 KLSI-F<	6 KMBR-F
KLSI-F>	7 KRVK-F	KRVK-F	7 KRVK-F	7 WDAF
8	8 KCMO-F	8 KLSI-F	8	8 KLSI-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KYYS-F	1 KYYS-F>	1 KYYS-F	1 KYYS-F	1 KFKF-F
2 KXXR-F>	2 KPRS-F	2 KFKF-F	2 KFKF-F	2 WDAF
3 KPRS-F	3 KFKF-F	3 KPRS-F	3 KPRS-F	3 KYYS-F
4 KBEQ-F>	KCFX-F	4 KCFX-F>>	4 KCFX-F<	4 KPRS-F
5 KCFX-F>>	5 KXXR-F	5 WDAF <	5 WDAF	KCMO-F
6 KUDL-F	6 KBEQ-F	6 KUDL-F	6 KXXR-F<	6 KCFX-F<
KBZR	7	KBEQ-F	7 KCMO-F	7 KCMO
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		286 (2)	286 (2)	13.5	13.5
AOR/CLASSIC	13 (1)	294 (3)	307 (4)	14.5	16.5
AC/OLDIES/SOFT ROCK	27 (1)	326 (4)	353 (5)	16.7	12.3
MOR/VARIETY	125 (1)		125 (1)	5.9	6.8
COUNTRY	241 (1)	185 (2)	426 (3)	20.1	24.0
BLACK/URBAN		177 (1)	177 (1)	8.4	6.0
BEAUTIFUL/EASY		109 (1)	109 (1)	5.1	6.2
NEWS/TALK	130 (1)		130 (1)	6.1	6.4
NOSTALGIA	43 (1)		43 (1)	2.0	1.9
RELIGION/GOSPEL	112 (5)		112 (5)	5.3	3.1
SPANISH					
CLASSICAL		49 (1)	49 (1)	2.3	1.9
JAZZ/NEW AGE					1.4
UNKNOWN/OTHERS					
	691 (11)	1426 (14)	2117 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBZR	1030	Blue Sprg/KCty	0.6/2.5/ 15/ 347
KCCV	760	Overland Park	0.8/1.9/ 24/ 291
KCFM-F	107.3	Lexington	0.4/1.6/ 24/ 426
KCNW	1380	Fairway	0.6/2.0/ 14/ 277
KEXS	1090	Excelsr Spgs	0.4/1.3/ 11/ 201
KIDZ	1510	Independence	1.6/2.5/ 37/ 325
KJLA	1190	Kansas City	1.9/4.7/ 45/ 634
KPRT	1590	Kansas City	1.5/3.2/ 35/ 436
WHB	710	Kansas City	1.2/5.4/ 52/1167
KMZU-F	101.1	Carrollton	0.3/1.2/ 38/ 580

RADIO STATIONS

AM STATIONS

KCCV	760	6 KW/(DAYS)	Religion		$ 18.00	(——)	Bott	Richard Bott
KCMO	810	50 KW/5 KW (DA-2)	Talk/News	CBS MBS	$ 84.00	(Mc-Guild)	Gannett	Don Troutt
KCNW	1380	2.5 KW	Religion		$ 20.00	(——)	Marsh	Andy Willoughby
KJLA	1190	5 KW/250 W (DA-N)	Nostalgia	MBS UNISUP	$ 30.00	(Roslin)		Sandra Suffian
KMBZ	980	5 KW (DA-2)	Full Service	NBC	$ 65.00	(Durpetti)	Bonneville	Ron Carter
KPRT	1590	1 KW	Gospel	MBS	$ 22.00	(Katz)		Michael Carter
KNHN	1340	1 KW	Talk		$ 21.00	(——)		Aaron Worsham
WDAF	610	5 KW	Country	ABC E	$100.00	(Katz)	Great American	Mike Costello
WHB	710	10 KW/5 KW (DA-2)	Oldies	APR UNISUP	$ 43.00	(Christal)	Shamrock	Bob Zuroweste

FM STATIONS

KBEQ	104.3	100 KW @ 987	CHR	ABC C	$ 86.00	(CBS)	Noble	Bob Lawarence
KCFX	100.7	100 KW @ 833	Classic AOR	UNIPWR	$ 59.00	(MMR)	Hoker	Bill Newman
KCMO	94.9	100 KW @ 1057	Oldies		$ 50.00	(Mc-Guild)	Gannett	Don Troutt
KFKF	94.1	100 KW @ 995	Country		$ 95.00	(HNWH)	Sconnix	Dan Wastler
KLSI	93.3	100 KW @ 1065	AC	CNN	$ 67.00	(MMR)	Apollo	Steve Dinkel
KMBR	99.7	100 KW @ 988	EZ	UNIULT	$ 60.00	(Durpetti)	Bonneville	Ron Carter
KPRS	103.3	100 KW @ 995	Black	SBN ABC I	$ 50.00	(Katz)		Michael Carter
KRVK	98.9	100 KW @ 1057	AOR		$ 47.00	(Banner)	Journal Co	Jim Schweitzer
KUDL	98.1	100 KW @ 995	AC	APR	$ 63.00	(Christal)	Shamrock	Bob Zuroweste
KXTR	96.5	100 KW @ 984	Classical	UNIULT	$ 40.00	(CMBS)		Bob Ingram
KXXR	106.5	100 KW @ 981	CHR/DANCE		$ 62.00	(Republic)	Olympia	Bob Gould
KYYS	102.1	100 KW @ 1000	AOR	SOURCE	$ 80.00	(Katz)	Great American	Herndon Hasty

Miscellaneous Comments: KLSI-F sold by Sandusky to Apollo for $8,250,000 (Blackburn)...
KXXR-F changes from CHR/AOR to CHR/DANCE (June)...

KNOXVILLE

Arbitron Rank/Pop (12+): 69/512,300
Stations: 18/18
1989 Revenue: $14,300,000
Diaries: 993/516:1/52.7%
HH Inc.: $23,365
MSA Rank/Pop: 84/600,200
Sample Target: 900
Retail $: 4.7 Bil
ADI # 64
% Below Line: 0.0
Pop per Station: 28,461
Average Person Ratings: 18.0
% Not Listed: 9.7
#1 Biller: WIVK-AF $5,500,000
Market TSL: 24.00 hours

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIVK-AF	(C)	296/32.2	34.3	37.7	35.2	34.2	34.8	455/4222	2456/47.9	63.7	55.5		32.5	328	2428	WIVK-AF
2. WMYU-F	(AC)	137/14.9	12.8	9.1	12.7	13.7	12.4	178/2233	1610/31.4	29.6	29.5		14.6	139	1374	WMYU-F
3. WOKI-F	(CHR)	118/12.8	8.4	11.2	11.2	11.6	10.9	261/3214	1373/26.8	23.2	24.2		15.4	147	1441	WOKI-F
4. WIMZ-AF	(AOR)	98/10.6	10.7	9.3	11.0	10.7	10.4	162/1859	1150/22.4	21.5	24.9		14.8	140	1512	WIMZ-AF
5. WEZK-F	(EZ)	78/ 8.5	11.4	10.0	9.7	8.9	9.9	111/1248	869/17.0	19.2	17.0		5.6	53	642	WEZK-F
6. WCKS-F	(CL AOR)	17/ 1.8	2.2	1.6	1.5	1.5	1.8	19/383	349/ 6.8	6.7	4.0		3.4	32	466	WCKS-F
7.																
8.																
9.																
10.																

12+ FM SHARE (METRO): 88.82% (739 of 832) (SPG 89: 88.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOKI-F>>	1 WIVK-AF<	1 WIVK-AF>	1 WIVK-AF>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF>>	1 WIVK-AF	1 WIVK-F>>
2 WIVK-AF	2 WIMZ-AF	2 WMYU-F	2 WMYU-F>>	2 WMYU-F>>	2 WMYU-F<	2 WMYU-F>	2 WMYU-F>	2 WMYU-F	2 WOKI-F>	2 WIMZ-F
3 WMYU-F	3 WMYU-F<	3 WIMZ-AF	3 WIMZ-AF>	3 WIMZ-AF>	3 WEZK-F>>	3 WIMZ-AF	3 WIMZ-AF<	3 WOKI-F>	3 WMYU-F<	3 WMYU-F
4	4 WOKI-F>	4 WOKI-F>	4	4 WEZK-F	4	4 WOKI-F	4 WEZK-F	4 WIMZ-AF	4 WIMZ-AF	4 WOKI-F
5	5	5	5	5 WOKI-F	5	5	5 WOKI-F	5 WEZK-F	5	5 WEZK-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOKI-F	1 WMYU-F>	1 WMYU-F>>	1 WIVK-AF<	1 WIVK-AF	1 WIMZ-AF	1 WIMZ-AF>	1 WIVK-AF	1 WIVK-AF	1 WIVK-AF>>
2 WIVK-AF>	2 WIVK-AF	2 WIVK-AF>	2 WMYU-F>>	2 WMYU-F>>	2 WOKI-F>>	2 WIVK-AF	2 WIMZ-AF>>	2 WIMZ-AF>>	2 WIMZ-AF
3 WMYU-F	3 WOKI-F>	3 WIMZ-AF	3 WOKI-F>	3	3 WIVK-AF>>	3 WOKI-F>	3 WMYU-F>	3 WOKI-F<	3 WMYU-F>>
4 WIMZ-AF>	4 WIMZ-AF	WOKI-F>	4 WIMZ-AF	4	4	4 WMYU-F	4 WOKI-F>	4 WMYU-F	4 WEZK-F
5 WEZK-F>	5	5 WEZK-F	WEZK-F	5	5	5	5	5	5 WOKI-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		118 (1)	118 (1)	14.2	13.6
AOR/CLASSIC	3 (1)	112 (2)	115 (3)	13.8	11.8
AC/OLDIES/SOFT ROCK		147 (2)	147 (2)	17.7	21.2
MOR/VARIETY	5 (1)		5 (1)	0.6	
COUNTRY	31 (2)	275 (1)	306 (3)	36.8	39.0
BLACK/URBAN					
BEAUTIFUL/EASY		78 (1)	78 (1)	9.4	9.8
NEWS/TALK	8 (1)		8 (1)	1.0	
NOSTALGIA	20 (2)		20 (2)	2.4	1.2
RELIGION/GOSPEL	26 (2)	3 (1)	29 (3)	3.5	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.7	0.9
	93 (9)	739 (9)	832 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGAP	1400	Maryville	1.1/2.9/ 10/ 149
WGAP-F	95.7	Maryville	0.7/1.4/ 6/ 95
WHJM	1180	Knoxville	0.5/1.2/ 5/ 69
WKNF-F	94.3	Oak Ridge	1.1/4.7/ 10/ 278
WKXV	900	Knoxville	1.4/2.6/ 13/ 131
WQBB	1040	Powell/Knoxvill	1.6/2.2/ 16/ 134
WRJZ	620	Knoxville	1.4/5.0/ 17/ 315
WSEV	930	Sevierville	0.5/1.3/ 5/ 67
WUTK	850	Knoxville	0.9/3.8/ 8/ 195
WYFC-F	95.3	Clinton	0.3/1.6/ 3/ 90

RADIO STATIONS

WIVK (10 KW, 990) simulcasts with WIVK-F
WIMZ (1 KW, 1240) simulcasts with WIMZ-F

WCKS-F,	93.1,	3 KW @ 328	, Classic AOR	, $15.00	(——)		(KARNS)	Mike Beverly
WEZK-F,	97.5,	100 KW @ 1298	, EZ	UNISUP, $37.00	(Christal)	South Central		Steve Bowman
WIMZ-F,	103.5,	100 KW @ 1720	, AOR	SOURCE, $65.00	(Christal)	Stoner		Kerry Lambert
WIVK-F,	107.7,	100 KW @ 1970	, Country	ABC E, $116.00	(Katz)	Dick		Bobby Denton
WKNF-F,	94.3,	1.8 KW @ 514	, Soft AC	UNISUP UNIULT, $16.00	(——)		(OAK RIDGE)	Sam Trent
WMYU-F,	102.3,	15 KW @ 1979	, AC	UNIPWR, $73.00	(Eastman)	Jacor		Jim Ridings
WOKI-F,	100.3,	100 KW @ 2000	, CHR	ABC FM CBS, $35.00	(HNSH)		(OAK RIDGE)	Bill Hays

LAFAYETTE, LA

Arbitron Rank/Pop (12+): 171/171,100
MSA Rank/Pop: 201/209,700
ADI # 114
Average Person Ratings: 17.1
Market TSL: 23.00 hours

Stations: 19/12
Diaries: 679/252:1/52.2%
Sample Target: 550
% Below Line: 24.3
% Not Listed: 6.2

1989 Revenue: $6,600,000
HH Inc.: $25,808
Retail $: 1.8 Bil
Pop per Station: 14,258
#1 Biller: KSMB-F $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KSMB-F	(CHR)	60/20.5	----	18.6	----	19.3	----	153/1638	577/33.7		38.6					KSMB-F
2. KFXZ-F	(B)	32/11.0	----	14.4	----	15.1	----	73/783	349/20.4		23.6					KFXZ-F
3. WYNK-F	(C)	27/ 9.2	----	7.4	----	8.9	----	93/1053	319/18.4		20.1					WYNK-F
4. KDEA-F	(SAC)	26/ 8.9	----	4.5	----	8.9	----	44/620	304/17.8		9.7					KDEA-F
5. KTDY-F	(AC)	23/ 7.9	----	5.1	----	8.9	----	29/527	328/19.2		14.5					KTDY-F
6. KJCB	(B)	18/ 6.2	----	9.0	----	8.2	----	32/398	229/13.4		17.3					KJCB
7. KMDL-F	(C)	15/ 5.1	----	7.4	----	3.0	----	35/509	201/11.7		13.2					KMDL-F
8. KVOL-F	(AOR)	13/ 4.5	----	----	----	----	----	16/231	166/ 9.7		0.0					KVOL-F
9. KROF-AF	(C)	7/ 2.4	----	4.2	----	1.7	----	17/390	148/ 8.6		10.1					KROF-AF
KPEL	(N/T)	7/ 2.4	----	2.9	----	2.6	----	9/167	124/ 7.2		8.1					KPEL
11. KVOL	(O)	6/ 2.1	----	2.6	----	0.7	----	10/183	124/ 7.2		10.3					KVOL

12+ FM SHARE (METRO): 86.13% (236 of 274) (SPG 89: 78.99%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSMB-F>>	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KSMB-F	1 WYNK-F	1 KSMB-F>	1 KSMB-F>	1 KSMB-F>	1 KSMB-F>>	1 WYNK-F
2	2 KFXZ-F	2 KFXZ-F>	2 KTDY-F	2 KTDY-F<	2 KDEA-F>>	2 WYNK-F	2 KDEA-F	2 KFXZ-F>	2 KFXZ-F>	KSMB-F
3	3 KTDY-F>	3 KTDY-F	3 WYNK-F	3 WYNK-F	3 KMDL-F	3 KJCB	3 KTDY-F	3 KDEA-F<	3 KJCB	KFXZ-F
4	4 KVOL-F	4 WYNK-F	KFXZ-F	4 KFXZ-F<	KFXZ-F	4 KFXZ-F<	4 WYNK-F	4 WYNK-F	4 WYNK-F	4 KVOL-F
5	KJCB	5 KDEA-F	5 KDEA-F	5 KDEA-F	5 KTDY-F	5 KTDY-F	5 KFXZ-F	5 KTDY-F	KVOL-F	KMDL-F
					KSMB-F					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KSMB-F>>	1 KSMB-F>>	1 KTDY-F	1 KSMB-F>	1 KTDY-F	1 KSMB-F	1 KSMB-F>	1 KSMB-F>	1 KSMB-F	1 KSMB-F>
2 KFXZ-F>>	2 KTDY-F	KSMB-F>	2 KTDY-F	2 WYNK-F	2 KFXZ-F>>	2 KFXZ-F>	2 KVOL-F	2 KFXZ-F>	2 KFXZ-F
3 KTDY-F	3 KFXZ-F>	3 WYNK-F	KFXZ-F	KSMB-F	3 KJCB >>	3 KJCB	KTDY-F	3 KTDY-F<	WYNK-F
KMDL-F>>	4 WYNK-F	KDEA-F	4 WYNK-F	KDEA-F>	4	4 KVOL-F	KJCB	4 WYNK-F	KTDY-F
5 WYNK-F	KDEA-F	5 KVOL-F>	5 KDEA-F	5 KFXZ-F	5	KTDY-F	KFXZ-F>	KJCB	5 KVOL-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		83 (3)	83 (3)	30.3	25.7
AOR/CLASSIC		18 (2)	18 (2)	6.6	2.5
AC/OLDIES/SOFT ROCK	6 (1)	51 (3)	57 (4)	20.8	11.2
MOR/VARIETY					
COUNTRY	3 (2)	47 (3)	50 (5)	18.2	24.6
BLACK/URBAN	18 (1)	32 (1)	50 (2)	18.2	26.4
BEAUTIFUL/EASY					5.1
NEWS/TALK	11 (2)		11 (2)	4.0	3.3
NOSTALGIA					
RELIGION/GOSPEL		5 (1)	5 (1)	1.8	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	38 (6)	236 (13)	274 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAJN-F	102.9	Crowley	1.7/5.8/ 14/ 258
KINF	1520	Lafayette	1.4/2.9/ 4/ 56
KHOM-F	104.1	Houma	0.7/2.8/ 11/ 152
KNIR	1360	New Iberia	0.3/1.6/ 3/ 57
WCKW-F	92.3	Laplace/NwOrlns	1.7/7.2/ 5/ 194
WFMF-F	102.5	Baton Rouge	0.7/4.5/ 17/ 298
WGGZ-F	98.1	Baton Rouge	1.0/8.8/ 12/ 394

RADIO STATIONS

KJCB ,	770,	1 KW/500 W (DA-2),	Black/Gospel	SBN ABC D, $13.00	(K & P)		Horatio Handy
KPEL ,	1420,	1 KW/500 W (DA-N),	Talk	ABC I CBS, $13.00	(Christal)		Mike Mitchell
KVOL ,	1330,	5 KW/1 KW (DA-N) ,	Oldies	MBS UNISUP, $12.00	(HNWH)		Roger Cavaness
KDEA-F,	99.1,	100 KW @ 984 ,	EZ/Soft AC	UNISUP, $20.00	(Roslin)	(NEW IBERIA)	Don Bonin
KFXZ-F,	106.3,	1 KW @ 480 ,	Black	ABC FM, $19.00	(HNWH)	(MAURICE)	Jim Thompson
KMDL-F,	97.3,	42 KW @ 535 ,	Country	APR, $15.00	(—)	(KAPLAN)	Ernie Alexander
KROF-F,	104.9,	3 KW @ 300 ,	Country	, $12.00	(—)	(ABBEVILLE)	Garland Bernard
KSMB-F,	94.5,	100 KW @ 1080 ,	CHR	, $41.00	(Banner)		Lou Cowan
KTDY-F,	99.9,	100 KW @ 984 ,	AC	, $22.00	(Christal)		Mike Mitchell
KVOL-F,	105.9,	1.7 KW @ 450 ,	AOR	UNISUP, $14.00	(HNWH)	(OPELOUSAS)	Roger Cavaness

WYNK — See Baton Rouge

Misc. Comments: KDEA-F reclassified as Soft AC/EZ . . . KXKW changes calls to KINF and format from Country to Talk (March) . . . KFXZ-F sold to Vetter for $295,000 (Exline,Miller)

LAKELAND

Arbitron Rank/Pop (12+): 103/3425000
MSA Rank/Pop: 117/403,000
Tampa ADI
Average Person Ratings: 16.4
Market TSL: 22.25 hours

Stations: 29/8
Diaries: 891/384:1/52.0%
Sample Target: 730
% Below Line: 52.5
% Not Listed: 16.8

1989 Revenue: $6,800,000
HH Inc.: $22,861
Retail $: 2.7 Bil
Pop per Station: 428,125
#1 Biller: WPCV-F $2,900,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WPCV-F	(C)	84/15.0	----	14.1	----	13.8	----	92/898	772/22.5		25.0					WPCV-F
2. WFLZ-F	(AC)	75/13.4	----	7.1	----	7.9	----	96/931	785/22.9		14.7					WFLZ-F
3. WEZY-F	(EZ)	55/ 9.8	----	13.8	----	11.9	----	63/751	651/19.0		18.4					WEZY-F
4. WYNF-F	(AOR)	49/ 8.8	----	8.0	----	6.7	----	51/500	479/14.0		14.5					WYNF-F
5. WRBQ-F	(CHR)	19/ 3.4	----	7.0	----	9.7	----	22/537	493/13.4		21.1					WRBQ-F
WQYK-F	(C)	19/ 3.4	----	3.6	----	2.6	----	19/225	197/ 5.8		6.8					WQYK-F
7. WJHM-F	(B)	16/ 2.9	----	3.2	----	4.0	----	16/210	210/ 6.1		8.8					WJHM-F
8. WXXL-F	(CHR)	15/ 2.7	----	4.8	----	7.1	----	15/237	237/ 6.9		15.0					WXXL-F
9. WOMX-F	(CHR)	13/ 2.3	----	2.7	----	3.4	----	13/171	171/ 5.0		11.5					WOMX-F
WOCL-F	(O)	13/ 2.3	----	0.9	----	1.8	----	13/225	220/ 6.4		3.9					WOCL-F
11. WONN	(BB)	12/ 2.1	----	2.0	----	2.2	----	12/173	173/ 5.1		3.5					WONN
12.																

12+ FM SHARE (METRO): 90.77% (423 of 466) (SPG 89: 93.72%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F	1 WFLZ-F	1 WPCV-F	1 WPCV-F	1 WPCV-F	1 WEZY-F<	1 WPCV-F>	1 WPCV-F>	1 WPCV-F<	1 WFLZ-F>	1 WEZY-F
2	2 WYNF-F	2 WFLZ-F	2 WYNF-F	2 WYNF-F	2 WPCV-F	2 WFLZ-F	2 WEZY-F	2 WFLZ-F>	2 WPCV-F>	2 WPCV-F
3	3 WPCV-F	3 WYNF-F	3 WFLZ-F	3 WFLZ-F>	3	3 WYNF-F	3 WFLZ-F	3 WYNF-F	3 WEZY-F<	3 WFLZ-F
4	4	4	4	4 WEZY-F	4	4 WEZY-F	4 WYNF-F	4 WEZY-F	4 WYNF-F	4 WSUN

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WYNF-F	1 WFLZ-F	1 WPCV-F>		1 WPCV-F>	1 WYNF-F	1 WYNF-F	1 WPCV-F<	1 WYNF-F
2 WRBQ-F	2 WYNF-F>	2 WPCV-F	2 WPCV-F>	2 WYNF-F		2 WYNF-F	2 WFLZ-F	2 WFLZ-F>	2 WYNF-F	WPCV-F
WQYK-F>	3 WQYK-F	3 WFLZ-F>	3 WYNF-F	3 WFLZ-F		WJHM-F	3 WPCV-F	3 WPCV-F>>	3 WFLZ-F	3 WFLZ-F
4 WSTF-F	4 WRBQ-F	4 WXXL-F	4	WEZY-F		WFLZ-F>>	4	4 WHTQ-F>	4	4
WJHM-F>	5	WQYK-F	5	5		5	5	5 WOCL-F>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		47 (3)	47 (3)	10.1	17.5
AOR/CLASSIC		69 (4)	69 (4)	14.8	12.8
AC/OLDIES/SOFT ROCK	2 (1)	114 (6)	116 (7)	24.9	14.3
MOR/VARIETY					
COUNTRY	4 (1)	107 (3)	111 (4)	23.8	24.2
BLACK/URBAN	6 (1)	16 (1)	22 (2)	4.7	5.0
BEAUTIFUL/EASY		59 (2)	59 (2)	12.7	18.8
NEWS/TALK	10 (2)		10 (2)	2.1	1.3
NOSTALGIA	14 (2)		14 (2)	3.0	2.4
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		11 (1)	11 (1)	2.4	3.0
UNKNOWN/OTHERS	7 (2)		7 (2)	1.5	0.6
	43 (9)	423 (20)	466 (29)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGTO	540	Pine Hills/Orl.	0.4/1.2/ 2/ 49
WHNR	1430	Lakeland	0.7/2.5/ 4/ 91
WLKF	1430	Lakeland	1.3/3.8/ 7/ 129
WSIR	1490	Winter Haven	0.4/1.5/ 2/ 56
WTWB	1570	Auburndale	1.1/1.6/ 6/ 55
WDIZ-F	100.3	Orlando	0.5/2.7/ 3/ 93
WFLA	970	Tampa	0.5/1.6/ 3/ 54
WHTQ-F	96.5	Orlando	1.6/3.9/ 14/ 183
WHVE-F	102.5	Sarasota/Tampa	2.0/4.2/ 12/ 153
WNLT-F	95.7	Clearwater/Tmpa	0.4/1.9/ 2/ 66
WPLA	910	Plant City	0.5/1.4/ 3/ 48
WSSP-F	101.1	Cocoa Beach	0.7/2.5/ 4/ 96
WSTF-F	101.1	Cocoa Beach	2.0/5.9/ 11/ 202
WSUN	620	St. Pete/Tampa	0.7/2.1/ 9/ 117
WUSA-F	100.7	Tampa	0.9/3.6/ 5/ 139
WWKA-F	92.3	Orlando	0.7/1.9/ 4/ 71
WWRM-F	107.3	St. Pete/Tampa	1.4/4.0/ 8/ 138
WXTB-F	97.9	Clearwater/Tam.	1.4/3.2/ 8/ 108

RADIO STATIONS

WGTO, 540, 50 KW (DA-2), OLDIES		, $ N/A (---)		Howard Hoffman
WLKF, 1430, 5 KW/1 KW (DA-2), TALK	ABC E, TALKNT	, $ 14.00 (Banner)	Root	Bud Kurtz
WONN, 1230, 1 KW , NOSTALGIA	NBC, UNISUP	, $ 17.00 (Torbet)	Hall	Art Rowbotham
WEZY-F, 94.1, 100 KW @ 430, EZ/BTFL		, $ 50.00 (Banner)	Root	Bud Kurtz
WPCV-F, 97.5, 100 KW @ 1017, COUNTRY	NBC	, $ 70.00 (Torbet)	Hall	Art Rowbotham

OTHER RANKED STATIONS -- See Tampa or Orlando...Miscellaneous Comments: WSIR sold for $230,000...

LANCASTER

Arbitron Rank/Pop (12+): 105/339,200
MSA Rank/Pop: 112/417,100
ADI # 45 (w/York & Harris.)
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 26/4
Diaries: 780/435:1/60.7%
Sample Target: 730
% Below Line: 40.4
% Not Listed: 17.5

1989 Revenue: $6,700,000
HH Inc.: $29,627
Retail $: 2.9 Bil
Pop per Station: 84,800
#1 Biller: WLAN-F $2,300,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WNCE-F	(EZ)	79/14.1	9.7	11.8	11.5	12.9	----	127/1351	728/21.5	19.0	22.2		6.6	37	571	WNCE-F
2. WARM-F	(AC)	58/10.4	8.3	9.8	10.5	9.9	----	125/1357	652/19.2	20.5	21.1		9.7	54	500	WARM-F
3. WIOV-F	(C)	56/10.0	8.8	8.2	8.0	9.2	----	64/777	605/17.8	19.1	19.3		6.1	34	574	WIOV-F
4. WLAN-F	(CHR)	51/ 9.1	11.1	12.3	12.6	11.3	----	57/1089	910/26.8	30.3	29.0		10.9	61	1054	WLAN-F
5. WDAC-F	(REL)	38/ 6.8	8.6	8.5	8.2	9.0	----	49/585	424/12.5	14.5	14.3		8.6	48	508	WDAC-F
6. WQXA-F	(CHR)	30/ 5.4	4.4	4.3	3.6	2.9	----	80/1257	532/15.7	15.1	13.6		4.8	27	544	WQXA-F
7. WRKZ-F	(C)	27/ 4.8	7.0	7.4	5.2	9.4	----	78/1035	358/10.6	13.1	15.1		7.2	40	406	WRKZ-F
8. WHTF-F	(AOR)	22/ 3.9	5.1	4.2	5.5	6.6	----	35/655	328/ 9.7	12.9	12.8		5.6	31	408	WHTF-F
9. WWKL-F	(O)	16/ 2.9	2.5	----	----	----	----	41/570	269/ 7.9	6.2	0.0		2.0	11	137	WWKL-F
10. WTPA-F	(AOR)	12/ 2.1	0.7	0.7	0.5	----	----	41/424	141/ 4.2	2.7	2.7		1.6	9	110	WTPA-F

12+ FM SHARE (METRO): 94.36% (435 of 461) (SPG 89: 94.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WQXA-F>	1 WLAN-F<	1 WARM-F	1 WLAN-F<	1 WARM-F>	1 WNCE-F>	1 WNCE-F	1 WNCE-F>	1 WNCE-F	1 WNCE-F	1 WLAN-F
2 WLAN-F	2 WARM-F>	2 WLAN-F	2 WARM-F>	2 WNCE-F<	2 WIOV-F>	2 WARM-F	2 WARM-F	2 WLAN-F<	WLAN-F<	2 WARM-F
3	3 WQXA-F	3 WNCE-F	3 WIOV-F	3 WIOV-F	3 WARM-F>	3 WLAN-F<	3 WIOV-F>	3 WARM-F	3 WQXA-F	KYW >
4	WHTF-F	4 WIOV-F	4 WNCE-F	4 WLAN-F	4 WDAC-F	4 WIOV-F>>	4 WLAN-F<	4 WIOV-F>	4 WDAC-F	4 WIOV-F
5	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WDAC-F	5 WRKZ-F	5	5 WDAC-F	5 WDAC-F	5 WIOV-F	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAN-F	1 WLAN-F	1 WARM-F>	1 WARM-F	1 WARM-F>	1 WHTF-F	1 WHTF-F	1 WARM-F	1 WARM-F	1 WARM-F
2 WNCE-F>	2 WARM-F	2 WLAN-F>	2 WLAN-F	2 WNCE-F	2 WQXA-F>>	WARM-F	2 WLAN-F>	2 WLAN-F	2 WIOV-F
3 WTPA-F	3 WNCE-F>	3 WDAC-F	3 WNCE-F>	3 WIOV-F	3 WARM-F	3 WLAN-F>	3 WTPA-F	3 WHTF-F	3 WNCE-F
WQXA-F>>	4 WQXA-F	4 WWKL-F	4 WIOV-F	4 WLAN-F	WLAN-F	4 WQXA-F	WIOV-F	WIOV-F>	WLAN-F>
5	WDAC-F	WNCE-F	WDAC-F	5 WDAC-F	WDAC-F>	5 WTPA-F	5 WRKZ-F	5	5 WRKZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		103 (5)	103 (5)	22.3	26.3
AOR/CLASSIC		43 (4)	43 (4)	9.3	10.0
AC/OLDIES/SOFT ROCK	6 (1)	85 (5)	91 (6)	19.7	15.0
MOR/VARIETY	12 (4)		12 (4)	2.6	1.1
COUNTRY		83 (2)	83 (2)	18.0	19.1
BLACK/URBAN		2 (1)	2 (1)	0.4	1.3
BEAUTIFUL/EASY		81 (2)	81 (2)	17.6	14.1
NEWS/TALK	8 (1)		8 (1)	1.7	0.7
NOSTALGIA					2.2
RELIGION/GOSPEL		38 (1)	38 (1)	8.2	10.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	26 (6)	435 (20)	461 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLAN	1390	Lancaster	1.1/5.1/ 6/ 188
WLPA	1490	Lancaster	0.9/3.4/ 5/ 120
KYW	1060	Philadelphia	1.4/4.8/ 8/ 227
WEAZ-F	101.1	Philadelphia	0.4/1.6/ 5/ 72
WEEU	850	Reading	0.4/1.0/ 2/ 66
WHP	580	Harrisburg	0.4/1.6/ 13/ 176
WIMX-F	99.3	Harrisburg	0.5/1.2/ 5/ 157
WKSZ-F	100.3	Media	0.9/2.7/ 5/ 92
WMMR-F	93.3	Philadelphia	0.9/2.2/ 5/ 79
WNNK-F	104.1	Harrisburg	0.5/3.8/ 27/ 479
WRFY-F	102.5	Reading	1.6/6.0/ 13/ 270
WSBA	910	York	0.5/1.9/ 43/ 643
WUSL-F	98.9	Philadelphia	0.4/2.0/ 2/ 71
WXBB-F	97.3	Harrisburg	0.5/2.9/ 10/ 317
WYCR-F	98.5	York/Hanover	1.8/8.6/ 68/1077
WYSP-F	94.1	Philadelphia	0.7/2.1/ 4/ 70

RADIO STATIONS

WLAN, 1390, 5 KW/1 KW (DA-2) , OLDIES , $ 10.00 (HNWH) Peoples Sam Altdoerffer
WLPA, 1490, 1 KW , TALK (?) NBC, UNIULT, $ 12.00 (Torbet) Hall Bill Baldwin

WDAC-F, 94.5, 19 KW @ 810, RELIGION , $ 34.00 (Savalli) Paul Hollinger
WIOV-F, 105.1, 50 KW @ 500, COUNTRY ABC E, $ 36.00 (HNWH) Brill Jack Weinlein
WLAN-F, 96.9, 50 KW @ 500, CHR ABC F, ABC R , $ 48.00 (HNWH) Peoples Sam Altdoerffer
WNCE-F, 101.3, 7 KW @ 1293, EZ NBC , $ 40.00 (Torbet) Hall Bill Baldwin

OTHER RANKED STATIONS — See York and Harrisburg

LANSING

Arbitron Rank/Pop (12+): 97/359,900
MSA Rank/Pop: 110/433,800
ADI # 103
Average Person Ratings: 17.1
Market TSL: 22.25 hours

Stations: 19/14
Diaries: 888/405:1/56.6%
Sample Target: 780
% Below Line: 10.2
% Not Listed: 17.4

1989 Revenue: $12,100,000
HH Inc.: $30,114
Retail $: 3.0 Bil
Pop per Station: 25,707
#1 Biller: WVIC-AF $3,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WVIC-AF	(CHR)	103/16.8	17.8	18.5	16.2	16.2	17.3	150/2062	1402/39.0	39.2	38.2		15.4	97	1371	WVIC-AF
2. WITL-F	(C)	94/15.3	18.0	17.3	15.4	17.5	16.5	154/1580	843/23.4	26.8	24.6		15.9	100	855	WITL-F
3. WFMK-F	(AC)	46/ 7.5	7.2	8.5	9.5	7.9	8.2	59/1015	757/21.0	20.1	19.6		7.5	47	514	WFMK-F
4. WJIM-F	(EZ)	45/ 7.3	7.2	8.8	7.2	7.2	7.6	62/706	554/15.4	14.5	13.7		6.2	39	432	WJIM-F
5. WJR	(MOR)	36/ 5.9	6.2	3.5	3.0	5.2	4.7	86/1121	446/12.4	9.9	11.8		3.0	19	364	WJR
6. WGOR-F	(CHR)	35/ 5.7	4.2	3.7	4.7	4.4	4.6	37/723	650/18.1	13.2	14.8		7.5	47	720	WGOR-F
7. WJXQ-F	(AOR)	33/ 5.4	3.7	3.0	2.7	4.8	3.7	53/828	523/14.5	11.2	11.2		7.3	46	522	WJXQ-F
8. WMMQ-F	(CL AOR)	26/ 4.2	4.9	3.7	5.3	5.1	4.5	26/597	562/15.6	13.4	15.3		5.1	32	578	WMMQ-F
9. WIBM-F	(O)	21/ 3.4	4.7	5.5	5.9	5.7	4.9	55/1063	542/15.1	16.3	14.3		3.5	22	368	WIBM-F
10. WOOD-F	(EZ)	18/ 2.9	1.3	0.8	1.0	1.0	1.5	36/488	200/ 5.6	1.7	3.7		0.8	5	93	WOOD-F
11. WKKP-F	(AC)	16/ 2.6	2.0	3.5	3.2	1.5	2.8	18/381	333/ 9.3	13.8	7.5		2.9	18	279	WKKP-F
12. WILS	(B)	11/ 1.8	1.8	2.2	1.9	0.7	1.9	14/195	141/ 3.9	6.9	2.7		3.8	24	292	WILS
13.																
14.																
15.																

12+ FM SHARE (METRO): 87.60% (445 of 508) (SPG 89: 90.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVIC-AF<	1 WVIC-AF>>	1 WVIC-AF>	1 WVIC-AF	1 WITL-F<	1 WITL-F>>	1 WVIC-AF>	1 WITL-F	1 WVIC-AF>	1 WVIC-AF	1 WITL-F>
2 WGOR-F>>	2 WFMK-F	2 WITL-F	2 WITL-F>	2 WVIC-AF>	2 WJR <	2 WITL-F>	2 WVIC-AF>	2 WITL-F>	2 WITL-F	2 WVIC-F
3	3 WJXQ-F>	3 WFMK-F>	3 WJIM-F	3 WJIM-F	3 WJIM-F>	3 WFMK-F	3 WJIM-F	3 WFMK-F<	3 WGOR-F>	3 WIBM-F
4	4 WITL-F	4 WJXQ-F	WFMK-F	4 WFMK-F	4	4 WJIM-F	4 WFMK-F	4 WJIM-F	4 WFMK-F<	4 WJR
5	5 WMMQ-F<	5 WJIM-F	5 WJXQ-F	5 WJXQ-F	5	5 WJR	5 WJXQ-F	5 WJXQ-F	5 WMMQ-F	WJIM-F
6	6 WGOR-F	6 WMMQ-F	6	6	6	6	6 WJR	WGOR-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WVIC-AF>>	1 WVIC-AF>>	1 WVIC-AF>	1 WVIC-AF>>	1 WVIC-AF	1 WVIC-AF>	1 WVIC-AF>	1 WVIC-AF	1 WVIC-AF>	1 WITL-F
2 WGOR-F>	2 WFMK-F>	2 WFMK-F>	2 WITL-F	WJIM-F	2 WFMK-F>	2 WJXQ-F>	WJXQ-F>	2 WITL-F	2 WVIC-AF>
3 WFMK-F>	3 WGOR-F>	3 WJIM-F>>	3 WJIM-F	WITL-F>	3 WMMQ-F	3 WFMK-F	3 WITL-F	3 WJXQ-F	3 WJXQ-F>
4 WJXQ-F>	4 WJIM-F	4 WKKP-F	WFMK-F>	4 WFMK-F	4 WJXQ-F	4 WITL-F	4 WFMK-F	4 WFMK-F	4 WFMK-F
5 WMMQ-F	5 WJXQ-F	WITL-F	5 WGOR-F	5	5 WITL-F	5 WMMQ-F	5 WMMQ-F>>	5 WMMQ-F	5 WJR
WITL-F	WITL-F	WILS	6	6	6 WGOR-F	6	6	6	WMMQ-F
		WIBM-F							WIBM-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	1 (1)	140 (3)	141 (4)	27.8	26.7
AOR/CLASSIC		61 (3)	61 (3)	12.0	12.7
AC/OLDIES/SOFT ROCK		87 (4)	87 (4)	17.1	19.2
MOR/VARIETY	36 (1)		36 (1)	7.1	6.5
COUNTRY	7 (1)	94 (1)	101 (2)	19.9	21.6
BLACK/URBAN	14 (2)		14 (2)	2.8	2.0
BEAUTIFUL/EASY		63 (2)	63 (2)	12.4	10.1
NEWS/TALK	5 (1)		5 (1)	1.0	1.2
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	63 (6)	445 (13)	508 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WITL	1010	Lansing	1.1/3.3/ 9/ 176
WJIM	1240	Lansing	0.8/3.4/ 5/ 124
WXLA	1180	Dimondale/Lnsng	0.5/2.6/ 4/ 96
WKQI-F	95.5	Detroit	0.5/1.7/ 4/ 156
WODJ-F	107.3	Greenvl/GrRpds	0.7/2.8/ 20/ 408
WRIF-F	101.1	Detroit	0.3/1.5/ 25/ 324

RADIO STATIONS

WILS ,	1320,	5 KW/1 KW (DA-3),		Black	CBS, $14.00	(Christal)	MacDonald	Andrew MacDonald
WJIM ,	1240,	1 KW	,	Talk	NBC, $12.00	(Torbet)	Double L	
WFMK-F,	99.1,	28 KW @ 559	,	AC	, $41.00	(Republic)	Liggett	Rod Krol
WGOR-F,	92.1,	3 KW @ 300	,	CHR	CBS, $21.00	(Mc-Guild)	(ST. JOHNS)	Michael Thomas
WIBM-F,	94.1,	40 KW @ 550	,	Oldies	UNIULT, $28.00	(MMR)	CR (JACKSON)	Kathy Franseen
WITL-F,	100.7,	27 KW @ 628	,	Country	ABC E, $54.00	(Banner)	Midwest Family	Greg Capogna
WJIM-F,	97.5,	28 KW @ 440	,	EZ/Soft	NBC, $28.00	(Torbet)	Double L	
WJXQ-F,	106.1,	50 KW @ 490	,	AOR	ABC R, $26.00	(Durpetti)	(JACKSON)	Dennis Mockler
WKKP-F,	101.7,	3 KW @ 150	,	AC	CBS, $24.00	(Christal)	MacDonald	Andrew MacDonald
WMMQ-F,	92.7,	1.5 KW @ 466	,	Classic AOR	SOURCE NBC, $25.00	(HNWH)	(CHARLOTTE)	Bob Ottaway
WVIC-F,	94.9,	40 KW @ 500	,	CHR	, $65.00	(Katz)	Goodrich	Jeff Scarpelli

LAS VEGAS

Arbitron Rank/Pop (12+): 65/547,400
MSA Rank/Pop: 78/646,100
ADI # 91
Average Person Ratings: 17.6
Market TSL: 23.50 hours

Stations: 23/23
Diaries: 1050/521:1/48.7%
Sample Target: 910
% Below Line: 0.0
% Not Listed: 17.7

1989 Revenue: $20,100,000
HH Inc.: $27,953
Retail $: 4.8 Bil
Pop per Station: 23,800
#1 Biller: KFMS-AF $3,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KLUC-F	(CHR)	111/11.5	10.3	10.3	8.7	10.0	10.2	111/1458	1444/26.2	23.9	22.3		14.9	149	1594	KLUC-F
2. KFMS-AF	(C)	97/10.0	10.2	12.0	10.8	11.3	10.8	106/1163	1076/19.7	20.9	17.8		10.7	101	765	KFMS-AF
3. KXTZ-F	(EZ)	88/ 9.1	6.7	9.3	7.9	8.5	8.3	89/780	768/14.0	14.4	14.6		4.4	44	440	KXTZ-F
4. KOMP-F	(AOR)	69/ 7.2	4.9	3.7	4.8	6.3	5.2	72/744	718/13.1	10.4	11.0		8.6	86	839	KOMP-F
5. KYRK-F	(CHR)	54/ 5.6	5.0	5.0	6.5	5.3	5.5	59/957	906/16.6	17.5	16.5		8.5	85	1208	KYRK-F
6. KKLZ-F	(CL AOR)	48/ 5.0	5.5	4.9	5.6	5.7	5.3	48/743	729/13.3	12.3	12.4		7.4	74	908	KKLZ-F
7. KMZQ-F	(AC)	42/ 4.4	4.1	3.7	5.8	4.2	4.5	42/701	701/12.8	11.2	10.5		5.6	56	663	KMZQ-F
8. KUDA-F	(O)	38/ 3.9	6.4	4.7	3.9	4.7	4.7	38/593	590/10.8	11.5	11.9		5.1	51	678	KUDA-F
9. KORK	(BB)	32/ 3.3	3.6	5.8	5.6	3.1	4.6	32/349	349/ 6.4	7.2	7.1		1.8	18	262	KORK
10. KEYV-F	(J/NA)	29/ 3.0	4.9	3.6	1.4	2.9	3.2	31/479	467/ 8.5	7.1	7.5		2.2	22	371	KEYV-F
11. KLTN-F	(AC)	27/ 2.8	3.2	2.3	1.8	1.1	2.5	28/413	410/ 7.5	6.7	4.8		1.9	19	220	KLTN-F
12. KDWN	(N/T)	25/ 2.6	2.5	1.6	2.7	3.9	2.3	27/378	341/ 6.2	5.3	8.0		1.1	11	243	KDWN
13. KRLV-F	(SAC)	23/ 2.4	3.9	3.4	3.9	5.3	3.4	24/532	500/ 9.1	9.5	10.6		3.0	30	464	KRLV-F
14. KNUU	(N/T)	19/ 2.0	2.2	2.1	2.6	2.5	2.2	19/431	422/ 7.7	7.1	7.3		1.1	11	268	KNUU
15. KWNR-F	(AC)	18/ 1.9	2.9	2.7	2.4	2.6	2.5	19/444	433/ 7.9	7.2	8.4		2.0	20	294	KWNR-F
16. KJUL-F	(SAC)	15/ 1.6	1.6	1.6	1.6	0.7	1.6	15/243	235/ 4.3	5.6	2.6		0.8	8	167	KJUL-F
17. KRRI-F	(O)	14/ 1.5	0.9	1.3	1.1	1.7	1.2	14/270	270/ 4.9	4.6	4.4		2.0	20	261	KRRI-F
KMTW	(AOR)	14/ 1.5	2.0	1.4	1.6	0.9	1.6	14/173	173/ 3.2	2.7	2.3		1.8	18	154	KMTW
19.																
20.																

12+ FM SHARE (METRO): 83.98% (666 of 793) (SPG 89: 82.30%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KLUC-F	1 KLUC-F	1 KLUC-F>	1 KFMS-AF	1 KFMS-AF	1 KXTZ-F<	1 KLUC-F	1 KXTZ-F<	1 KLUC-F>	1 KLUC-F	1 KDWN <
2 KYRK-F>>	2 KOMP-F>	2 KOMP-F<	2 KLUC-F	2 KLUC-F	2 KFMS-AF>>	2 KFMS-AF<	2 KFMS-AF<	2 KFMS-AF	2 KYRK-F	2 KFMS-F
3	3 KKLZ-F>	3 KFMS-AF	3 KOMP-F	3 KOMP-F<	3 KORK	3 KXTZ-F>	3 KLUC-F	3 KXTZ-F	3 KXTZ-F	3 KXTZ-F
4	4 KYRK-F	4 KKLZ-F>	4 KKLZ-F	4 KXTZ-F	4 KUDA-F	4 KOMP-F>	4 KOMP-F>	4 KOMP-F	4 KOMP-F	KLUC-F<
5	5 KFMS-AF	5 KMZQ-F<	5 KUDA-F<	5 KKLZ-F	5 KDWN <	5 KORK <	5 KKLZ-F<	5 KYRK-F	5 KFMS-AF	5 KOMP-F
6	6 KMZQ-F	6 KUDA-F	6 KXTZ-F	6 KUDA-F	6 KEYV-F	6 KKLZ-F	6 KMZQ-F<	6 KKLZ-F	KKLZ-F	6 KNUU
							7 KUDA-F	7 KMZQ-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KLUC-F>>	1 KLUC-F>>	1 KLUC-F	1 KLUC-F	1 KFMS-AF
2 KMZQ-F	2 KOMP-F	2 KOMP-F>	2 KFMS-AF>	2 KLUC-F
3 KYRK-F	3 KMZQ-F	3 KFMS-AF	3 KMZQ-F	3 KXTZ-F>
4 KOMP-F	4 KFMS-AF	4 KLTN-F	4 KXTZ-F	4 KMZQ-F
5 KLTN-F	KYRK-F	5 KMZQ-F	KOMP-F	5 KOMP-F<
6	KLTN-F	6	6 KLTN-F	6 KLTN-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KOMP-F	1 KOMP-F>	1 KOMP-F	1 KOMP-F	1 KFMS-AF
2 KLUC-F>	2 KLUC-F	2 KKLZ-F>	2 KLUC-F	2 KKLZ-F
3 KYRK-F	3 KKLZ-F>	3 KLUC-F>	KKLZ-F>	3 KOMP-F
4 KKLZ-F	4 KYRK-F>	4 KFMS-AF>	4 KFMS-AF	4 KUDA-F
5 KMTW >>	5 KFMS-AF	5 KUDA-F	5 KUDA-F	5 KLUC-F
6 KUDA-F	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		165 (2)	165 (2)	20.8	18.3
AOR/CLASSIC	14 (1)	117 (2)	131 (3)	16.5	15.7
AC/OLDIES/SOFT ROCK	7 (1)	177 (7)	184 (8)	23.2	25.0
MOR/VARIETY					
COUNTRY	7 (1)	90 (1)	97 (2)	12.2	13.5
BLACK/URBAN					1.1
BEAUTIFUL/EASY		88 (1)	88 (1)	11.1	10.1
NEWS/TALK	51 (3)		51 (3)	6.4	7.6
NOSTALGIA	32 (1)		32 (1)	4.0	3.7
RELIGION/GOSPEL	13 (1)		13 (1)	1.6	1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		29 (1)	29 (1)	3.7	3.5
UNKNOWN/OTHERS	3 (1)		3 (1)	0.4	0.4
	127 (9)	666 (14)	793 (23)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KENO	1460	Las Vegas	0.7/2.3/ 7/ 124
KREL	1280	Henderson/LosVg	1.3/2.2/ 13/ 122
KROL	870	Laughlin/E LV	0.7/2.8/ 10/ 181
KVEG	840	North Las Vegas	0.3/1.3/ 3/ 69

RADIO STATIONS

KDWN ,	720,	50 KW (DA-N) ,	Talk	, $18.00	(Roslin)		A.J. Williams
KMTW ,	1340,	1 KW ,	AOR	SMN, $13.00	(Banner)		Richard Mecham
KNUU ,	970,	5 KW/500 W (DA-2),	News/Talk	MBS CBS, $17.00	(---)		Doug Trenner
KORK ,	920,	5 KW/500 W (DA-2),	Nostalgia	ABC I, $19.00	(Republic)	Anchor	Bob Cummins
KEYV-F,	93.1,	25 KW @ 3724 ,	Jazz/NAC	, $28.00	(HNWH)		Geri Winter
KFMS-F,	101.9,	100 KW @ 1180 ,	Country	, $64.00	(Katz)		Steve Gold
KJUL-F,	104.3,	25 KW @ 3724 ,	Soft AC	APR, $18.00	(CBS)		Jeff Gordon
KKLZ-F,	96.3,	100 KW @ 1176 ,	Classic AOR	, $35.00	(Banner)		Richard Mecham
KLTN-F,	103.5,	100 KW @ 1152 ,	AC	UNISUP, $23.00	(K & P)		Darwin Paustian
KLUC-F,	98.5,	100 KW @ 1180 ,	CHR	UPI, $63.00	(Mc-Guild)	Nationwide	Keith Gerst
KMZQ-F,	100.5,	100 KW @ 1104 ,	AC	, $35.00	(Eastman)	Commonwealth	Jim Donahue(HENDERSON)
KOMP-F,	92.3,	100 KW @ 1520 ,	AOR	, $38.00	(Christal)	Lotus	Tony Bonnici
KRLV-F,	106.5,	100 KW @ 1155 ,	Soft AC	, $26.00	(MMR)		
KRRI-F,	105.5,	4 KW @ 1588 ,	Oldies	MBS, $17.00	(Torbet)	(BOULDER CITY)	Art Kevin
KUDA-F,	107.5,	25 KW @ 3724 ,	Oldies	, $31.00	(CBS)	Americom-Quinn	Deehan Sheehan
KWNR-F,	95.5,	100 KW @ 1160 ,	AC	UNIULT, $21.00	(Torbet)		Mike Ginsburg
KXTZ-F,	94.1,	100 KW @ 1210 ,	EZ	, $45.00	(Durpetti)	Parker (HENDERSON)	Tom Humm
KYRK-F,	97.1,	100 KW @ 1919 ,	CHR	, $31.00	(Republic)	Anchor	Bob Cummings

Miscellaneous Comments: KJUL-F sold to Waldron for $4,200,000 (Peterson/Sailors)...KLAV sold for $1,300,000...
KREL sold for $600,000...

LEXINGTON

Arbitron Rank/Pop (12+): 125/286,700

MSA Rank/Pop: 139/347,400
ADI # 70
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 15/13
Diaries: 892/321:1/59.4%
Sample Target: 670
% Below Line: 2.1
% Not Listed: 12.8

1989 Revenue: $12,100,000
HH Inc.: $25,994
Retail $: 2.7 Bil
Pop per Station: 22,053
#1 Biller: WVLK-F $2,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WVLK-F	(C)	79/16.9	18.1	19.9	18.3	15.4	——	204/2375	835/29.1	33.1	33.2	14.3	69	704	WVLK-F
2. WLAP-F	(CHR)	76/16.2	13.6	16.1	11.4	13.9	——	194/2314	971/33.9	31.4	34.1	16.1	78	1036	WLAP-F
3. WKQQ-F	(AOR)	64/13.7	11.9	14.0	10.5	14.9	——	143/1470	742/25.9	25.2	27.2	20.5	99	1080	WKQQ-F
4. WCKU-F	(B)	54/11.5	9.0	9.1	10.5	——	——	65/586	478/16.7	14.5	15.6	12.0	58	550	WCKU-F
5. WVLK	(MOR)	31/ 6.6	8.2	6.6	8.9	9.9	——	39/550	420/14.6	20.2	14.9	6.4	31	328	WVLK
6. WCOZ-F	(SAC)	24/ 5.1	3.1	4.9	5.8	5.5	——	25/497	419/14.6	12.1	11.7	3.7	18	264	WCOZ-F
7. WTKT-F	(O)	22/ 4.7	5.5	1.7	2.2	3.7	——	27/475	392/13.7	14.6	10.6	6.4	31	486	WTKT-F
8. WLAP	(O)	12/ 2.6	2.3	3.4	2.7	3.2	——	23/484	231/ 8.1	11.0	8.3	1.0	5	166	WLAP
9. WLFX-F	(O)	9/ 1.9	1.4	2.3	5.6	7.9	——	12/349	275/ 9.6	11.0	10.6	3.5	17	437	WLFX-F
WJMM-F	(REL)	9/ 1.9	3.3	1.9	2.0	1.7	——	10/276	241/ 8.4	6.7	7.0	1.2	6	151	WJMM-F

12+ FM SHARE (METRO): 82.60% (337 of 408) (SPG 89: 81.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLAP-F>>	1 WKQQ-F<	1 WLAP-F<	1 WVLK-F	1 WVLK-F	1 WVLK-F>>	1 WVLK-F	1 WVLK-F	1 WLAP-F	1 WCKU-F	1 WKQQ-F
2 WCKU-F>	2 WLAP-F>	2 WKQQ-F	2 WLAP-F	2 WLAP-F<	2 WVLK >	2 WLAP-F	2 WLAP-F	2 WVLK-F	2 WLAP-F	WCKU-F
3 WKQQ-F	3 WCKU-F<	3 WVLK-F	WCKU-F	3 WCKU-F	3 WLAP-F	3 WKQQ-F<	3 WKQQ-F>	3 WKQQ-F	3 WKQQ-F>	3 WLAP-F>>
4	4 WVLK-F	4 WCKU-F	4 WKQQ-F	4 WKQQ-F	4 WCOZ-F	4 WVLK >	4 WCKU-F	4 WCKU-F	4 WVLK-F	4 WVLK-F
5	5	5	5	5	5 WCKU-F	5 WCKU-F	5	5	5 WVLK	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLAP-F	1 WLAP-F>	1 WVLK-F	1 WLAP-F	1 WVLK-F>	1 WKQQ-F	1 WKQQ-F>	1 WKQQ-F	1 WKQQ-F	1 WKQQ-F
2 WKQQ-F>>	2 WKQQ-F	2 WLAP-F	2 WVLK-F	2 WLAP-F	2 WLAP-F	2 WLAP-F>	2 WCKU-F	2 WLAP-F	2 WLAP-F
3 WCKU-F>	WCKU-F<	WCKU-F>	3 WCKU-F	WCKU-F>	3 WVLK-F>>	3 WVLK-F	3 WLAP-F>	3 WVLK-F	3 WVLK-F
4 WVLK-F	4 WVLK-F	4 WKQQ-F>>	4 WKQQ-F	4 WKQQ-F	4 WTKT-F>	WCKU-F	4 WVLK-F>	4 WCKU-F	WCKU-F
WTKT-F	5	5	5	WCOZ-F	5	5	5 WTKT-F	5	5
WCOZ-F>	6		6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		76 (1)	76 (1)	18.6	21.4
AOR/CLASSIC		64 (1)	64 (1)	15.7	16.3
AC/OLDIES/SOFT ROCK	17 (2)	55 (3)	72 (5)	17.6	13.3
MOR/VARIETY	41 (3)		41 (3)	10.0	7.6
COUNTRY		79 (1)	79 (1)	19.4	24.9
BLACK/URBAN		54 (1)	54 (1)	13.2	10.6
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	1.5	2.5
RELIGION/GOSPEL	7 (1)	9 (1)	16 (2)	3.9	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	71 (7)	337 (8)	408 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCGW	770	Nicholasvl/Lex	1.5/2.9/ 23/ 174
WHRS	1380	Windchester	1.3/2.8/ 12/ 145
WLXG	1300	Lexington	1.1/3.9/ 6/ 130
WHAS	840	Louisville	0.9/4.8/ 37/ 704
WLW	700	Cincinnati	1.3/3.9/ 20/ 432

RADIO STATIONS

WLAP,	630,	5 KW/1 KW (DA-2),	OLDIES	CBS, UNUILT ,	$ 16.00	(McGuild)	Trumper	Dan Dorsett
WCGW,	770,	1 KW (DAYS) ,	R/G	,	$ 10.00	(——)	Mortenson	Ed Wright
WLXG,	1300,	2.5 KW/1KW (DA-N) ,	OLDIES	NBC, UNISUP ,	$ 12.00	(HNWH)	Martin	Dave Curtis
WVLK,	590,	5 KW/1 KW (DA-2) ,	MOR/FULL SER.	,	$ 36.00	(Katz)	Bluegrass	Ralph Hacker
WCKU-F,	102.5,	2 KW @ 350,	BLACK	,	$ 19.00	(——)	(NICHOLASVILLE)	Bill Laney
WCOZ-F,	96.7,	1.5 KW @ 470,	SOFT AC	NBC, UNISUP ,	$ 20.00	(HNWH)	Martin (PARIS)	Dave Curtis
WJMM-F,	106.3,	3 KW @ 300,	RELIGION	,	$ 15.00	(——)	Mortenson (VERSAILLES)	Ed Wright
WKQQ-F,	98.1,	100 KW @ 551,	AOR	,	$ 51.00	(Christal)	Village	Keith Yarber
WLAP-F,	94.5,	100 KW @ 660,	CHR	,	$ 55.00	(McGuild)	Trumper	Dan Dorsett
WLFX-F,	100.1,	1.4 KW @ 460,	AC	,	$ 16.00	(Durpetti)	(WINCHESTER)	Dave Roderer
WTKT-F,	103.1,	3 KW @ 300,	OLDIES	,	$ 20.00	(Republic)	(GEORGETOWN)	Tincy Crouse
WVLK-F,	92.9,	100 KW @ 845,	COUNTRY	,	$ 62.00	(Katz)	Bluegrass	Ralph Hacker

LINCOLN

Arbitron Rank/Pop (12+): 167/178,600

MSA Rank/Pop: 200/212,800
ADI # 95
Average Person Ratings: 16.6
Market TSL: 22.25 hours

Stations: 17/11
Diaries: 677/264:1/62.6%
Sample Target: 550
% Below Line: 10.5
% Not Listed: 11.5

1989 Revenue: $8,000,000
HH Inc.: $31,628
Retail $: 1.4 Bil
Pop per Station: 16,236
#1 Biller: KFOR $2,000,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KFRX-F	(CHR)	38/12.8	——	12.7	——	11.7	——	46/709	523/29.3		29.2		19.2	51	625	KFRX-F
2.	KFOR	(MOR)	37/12.5	——	11.4	——	12.8	——	41/533	465/26.0		25.6		7.5	20	410	KFOR
3.	KTGL-F	(CL AOR)	31/10.5	——	6.8	——	11.3	——	37/493	379/21.2		17.3		10.5	28	310	KTGL-F
4.	KZKX-F	(C)	26/ 8.8	——	9.3	——	6.7	——	40/477	298/16.7		16.0		6.0	16	235	KZKX-F
	KFMQ-F	(AOR)	26/ 8.8	——	10.8	——	9.6	——	37/488	349/19.5		20.9		15.4	41	479	KFMQ-F
6.	KEZG-F	(SAC)	19/ 6.4	——	4.3	——	6.4	——	23/310	237/13.3		10.4		2.6	7	141	KEZG-F
7.	KLIN	(MOR)	15/ 5.1	——	3.1	——	3.9	——	18/301	249/13.9		12.4		4.9	13	212	KLIN
8.	KKNB-F	(CHR)	14/ 4.7	——	3.4	——	——	——	29/480	268/15.0		12.4		4.9	13	329	KKNB-F
9.	KHAT-AF	(O)	13/ 4.4	——	5.2	——	8.5	——	14/277	240/13.4		16.8		4.9	13	127	KHAT-AF
10.	KLDZ-F	(AC)	12/ 4.1	——	9.3	——	10.3	——	14/257	197/11.0		20.6		2.6	7	185	KLDZ-F

12+ FM SHARE (METRO): 75.57% (198 of 262) (SPG 89: 76.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KFRX-F>>	1 KFRX-F	1 KTGL-F	1 KTGL-F	1 KZKX-F	1 KFOR >>	1 KFOR >	1 KFRX-F	1 KFRX-F	1 KFRX-F	1 KTGL-F>
2 KTGL-F	2 KTGL-F	KFRX-F	2 KZKX-F	2 KTGL-F	2 KZKX-F	2 KFRX-F	2 KTGL-F	2 KTGL-F	2 KTGL-F	2 KFMQ-F>
KKNB-F	KFMQ-F>	3 KFMQ-F	KFRX-F	3 KFRX-F	3 KLIN	3 KTGL-F	3 KFMQ-F<	3 KFMQ-F	3 KFMQ-F	3 KKNB-F
4	4 KKNB-F	4 KZKX-F	4 KFMQ-F	4 KFMQ-F	KEZG-F	4 KFMQ-F	4 KFOR <	4 KZKX-F	4 KFOR	KFRX-F
5	5 KZKX-F	5	5 KFOR	5 KFOR	5	5 KZKX-F	5 KZKX-F	5 KEZG-F	5 KZKX-F	5
6	6	6	6	6	6	6	6	6	KEZG-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFRX-F>>	1 KFRX-F>	1 KFRX-F	1 KFRX-F>	1 KZKX-F	1 KFMQ-F	1 KTGL-F	1 KTGL-F>	1 KTGL-F	1 KTGL-F>
2 KTGL-F	2 KFMQ-F	2 KFMQ-F	2 KZKX-F	2 KFRX-F	2 KTGL-F	2 KFMQ-F	2 KFRX-F	2 KFMQ-F>	2 KZKX-F
KKNB-F	3 KTGL-F>	3 KZKX-F>	3 KTGL-F	3 KFOR	3 KKNB-F	3 KFRX-F>	KFMQ-F	3 KFRX-F>	KFMQ-F>
4 KFMQ-F>	4 KZKX-F	4 KHAT-AF	KFMQ-F	4 KHAT-AF	4 KFRX-F>	4 KEZO-F	4 KEZO-F	4 KZKX-F	4 KFRX-F
5 KEZO-F>	KKNB-F	KTGL-F>	5 KHAT-AF	5 KFMQ-F	5 KLDZ-F	KKNB-F	5 KZKX-F>>	KEZG-F	KEZG-F
6	6	6 KEFM-F	6	KEZG-F	KEZG-F>>	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		56 (3)	56 (3)	21.4	15.1
AOR/CLASSIC		67 (3)	67 (3)	25.6	23.2
AC/OLDIES/SOFT ROCK	2 (1)	46 (4)	48 (5)	18.3	29.1
MOR/VARIETY	58 (3)		58 (3)	22.1	20.4
COUNTRY	4 (1)	26 (1)	30 (2)	11.5	11.2
BLACK/URBAN					
BEAUTIFUL/EASY		3 (1)	3 (1)	1.1	0.7
NEWS/TALK					0.4
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	64 (5)	198 (12)	262 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEFM-F	96.1	Omaha	1.4/6.2/ 15/ 226
KESY-F	104.5	Omaha	1.0/2.4/ 5/ 97
KEZO-F	92.3	Omaha	3.4/9.4/ 12/ 227
KFAB	1110	Omaha	2.0/10.5/ 36/ 548
KQKQ-F	98.5	Council Bluffs	1.4/5.8/ 14/ 214
WOW	590	Omaha/C.Bluff	1.4/3.8/ 18/ 232

RADIO STATIONS

KFOR, 1240,	1 KW		, MOR/FULL SER.	ABC I ,	$ 37.00	(McGuild)	May		Roger Larson
KLIN, 1400,	1 KW		, MOR/NOST.	MBS,UNIULT ,	$ 17.00	(Torbet)			Mike Elliott
KEZG-F, 107.3,	100 KW @	550,	SOFT AC	UNISUP, MBS ,	$ 18.00	(Torbet)			Mike Elliott
KFMQ-F, 101.9,	100 KW @	150,	AOR	SOURCE ,	$ 24.00	(Eastman)	Midwest		Roger Gelder
KFRX-F, 102.7,	100 KW @	500,	CHR	,	$ 30.00	(Katz)	May		Roger Larson
KHAT-F, 106.3,	3 KW @	145,	AC	UNIPWR ,	$ 15.00	(Durpetti)	Marathon		Dan Charleston
KKNB-F, 104.1,	31 KW @	620,	CHR	,	$ 15.00	(——)		(CRETE)	Doug Agnew
KLDZ-F, 95.1,	50 KW @	248,	OLDIES	UNIPWR, UNIULT ,	$ 25.00	(Christal)	Kempff		Don Felton
KTGL-F, 92.9,	100 KW @	809,	CLASSIC AOR	,	$ 24.00	(K & P)		(BEATRICE)	Mark O'Brien
KZKX-F, 96.9,	100 KW @	610,	COUNTRY	ABC D ,	$ 24.00	(Republic)		(SEWARD)	Julie Gade

Miscellaneous Comments: KZKX-F sold to Sherman/Osborn from Music Radio for 1,845,000 (MVP)...KFOR, KFRX-F sold by Arrow to May for $6,600,000...KHAT A/F sold by Marathon to Tate for $1,325,000 (Chapman)...

LITTLE ROCK

Arbitron Rank/Pop (12+): 81/426,300
MSA Rank/Pop: 95/520,500
ADI # 57
Average Person Ratings: 16.8
Market TSL: 22.00 hours

Stations: 17/17
Diaries: 932/457:1/56.4%
Sample Target: 820
% Below Line: 0.0
% Not Listed: 11.8

1989 Revenue: $13,900,000
HH Inc.: $26,875
Retail $: 3.5 Bil
Pop per Station: 25,076
#1 Biller: KSSN-F $4,100,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KSSN-F	(C)	143/20.1	17.7	20.7	20.3	20.3	——	278/3077	1473/36.4	32.2	36.7	23.7	165	1272	KSSN-F
2. KIPR-F	(B)	59/ 8.3	10.5	9.7	9.9	7.5	——	103/1078	606/14.2	14.1	12.5	13.2	92	887	KIPR-F
3. KMJX-F	(AOR)	58/ 8.1	9.3	5.3	5.6	5.7	——	87/1186	739/17.3	18.1	13.2	14.5	101	890	KMJX-F
4. KEZQ-F	(EZ)	57/ 8.0	8.9	8.3	9.0	11.2	——	94/1174	708/16.6	16.5	16.7	7.5	52	547	KEZQ-F
5. KOLL-F	(O)	56/ 7.9	7.5	3.3	3.7	2.9	——	108/1320	662/15.5	16.6	11.3	4.4	31	495	KOLL-F
6. KKYK-F	(CHR)	53/ 7.4	8.5	9.4	9.6	11.6	——	113/2117	1155/21.7	24.9	26.8	9.2	64	1278	KKYK-F
7. KZOU-F	(CHR)	45/ 6.3	6.2	6.4	8.2	6.8	——	84/1669	861/20.2	18.3	21.8	7.3	51	905	KZOU-F
KHLT-F	(AC)	45/ 6.3	4.9	6.0	5.2	6.4	——	73/1230	705/16.5	12.8	14.6	5.5	38	611	KHLT-F
9. KARN	(N/T)	39/ 5.5	7.1	7.9	7.6	6.2	——	46/720	538/12.6	15.1	15.3	4.6	32	466	KARN
10. KLRG	(GOS)	20/ 2.8	——	——	——	1.9	——	25/175	139/ 3.3	0.0	0.0				KLRG

12+ FM SHARE (METRO): 84.55% (531 of 628) (SPG 89: 82.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZOU-F>	1 KSSN-F	1 KSSN-F>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>	1 KSSN-F>>	1 KIPR-F	1 KSSN-F>>
2 KKYK-F	2 KMJX-F>	2 KMJX-F	2 KOLL-F	2 KOLL-F	2 KEZQ-F	2 KARN	2 KOLL-F<	2 KMJX-F	2 KSSN-F	2 KARN
KIPR-F>	3 KIPR-F	3 KOLL-F	3 KHLT-F	3 KHLT-F	3 KOLL-F	3 KKYK-F	3 KEZQ-F	3 KIPR-F	3 KKYK-F	3 KKYK-F
4 KSSN-F	4 KKYK-F<	4 KIPR-F	4 KMJX-F	4 KMJX-F	4 KARN	4 KKEQ-F	4 KHLT	4 KOLL-F	4 KMJX-F	4 KIPR-F
5	5 KHLT-F	5 KHLT-F	5 KKYK-F	5 KKYK-F<	5	5 KOLL-F<	KMJX-F	5 KKYK-F	5 KZOU-F	5 KMJX-F
6	6	6 KKYK-F	KIPR-F	6 KIPR-F	6	6 KIPR-F		KEZQ-F		KLRG
7	7	7	7	7 KEZQ-F	7	7	7		7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJX-F	1 KSSN-F	1 KSSN-F	1 KSSN-F	1 KSSN-F>	1 KMJX-F	1 KOLL-F	1 KSSN-F>	1 KSSN-F>>	1 KSSN-F>>
KIPR-F>>	2 KMJX-F	2 KHLT-F>	2 KHLT-F	2 KHLT-F	2 KKYK-F	2 KMJX-F>	2 KMJX-F>	2 KMJX-F	2 KOLL-F
3 KSSN-F	3 KHLT-F	3 KMJX-F	3 KOLL-F<	3 KOLL-F>	3 KSSN-F>	3 KIPR-F	3 KIPR-F	3 KOLL-F	3 KMJX-F>
4 KZOU-F>	4 KIPR-F	KKYK-F>	4 KMJX-F	4 KKYK-F	4 KZOU-F	4 KKYK-F>>	4 KOLL-F	4 KIPR-F	4 KIPR-F
5 KKYK-F	5 KKYK-F	5 KZOU-F	5 KIPR-F	5 KEZQ-F	KIPR-F>>	5 KSSN-F	5 KHLT-F	5 KKYK-F	5
KHLT-F>>	6 KZOU-F	6 KIPR-F	6 KKYK-F	6 KMJX-F	6	KHLT-F	6 KKYK-F>>	6	6
7	7	7	7	7		7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		98 (2)	98 (2)	15.6	17.9
AOR/CLASSIC		58 (1)	58 (1)	9.2	9.7
AC/OLDIES/SOFT ROCK		101 (2)	101 (2)	16.1	7.5
MOR/VARIETY					
COUNTRY		146 (2)	146 (2)	23.2	23.4
BLACK/URBAN		71 (2)	71 (2)	11.3	15.0
BEAUTIFUL/EASY		57 (1)	57 (1)	9.1	9.4
NEWS/TALK	49 (2)		49 (2)	7.8	11.0
NOSTALGIA					
RELIGION/GOSPEL	42 (4)		42 (4)	6.7	5.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	6 (1)		6 (1)	1.0	0.6
	97 (7)	531 (10)	628 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAAY	1090	Little Rock	0.6/3.0/ 10/ 256
KBIS	1010	Little Rock	1.4/4.1/ 17/ 268
KGKO	850	Benton	0.8/1.4/ 6/ 64
KITA	1440	Little Rock	1.3/4.3/ 9/ 185
KLRA-F	96.5	England	0.4/1.3/ 4/ 78
KMTL	760	Sherwood/LtlRck	1.3/2.8/ 20/ 224
KMZX-F	106.3	Lonoke/L. Rock	1.7/6.2/ 13/ 290

RADIO STATIONS

KARN, 920, 5 KW (DA-2)	, NEWS/TALK	CBS	, $ 32.00	(Banner)			Neal Gladner
KBIS, 1010, 10 KW/5 KW (DA-N)	, BUSINESS TALK	NBC	, $ 18.00	(Christal)	Signal		Phil Jonsson
KITA, 1440, 5 KW/50 W	, RELIGION		, $ 13.00	(——)			Gary Valle
KLRG, 1150, 5 KW/1 KW (DA-N)	, GOSPEL	NBN	, $ 13.00	(K & P)	Willis		
KEZQ-F, 100.3, 44 KW @ 1369	, EZ		, $ 37.00	(Eastman)			Wally Tucker
KHLT-F, 94.1, 100 KW @ 1602	, AC		, $ 38.00	(Christal)			
KIPR-F, 92.3, 100 KW @ 938	, BLACK		, $ 25.00	(Banner)		(PINE BLUFF)	Cal Arnold
KKYK-F, 103.7, 100 KW @ 1510	, CHR		, $ 49.00	(Banner)	Shepard		Jim Grant
KMJX-F, 105.1, 81 KW @ 1054	, AOR	ABC R	, $ 40.00	(HNWH)			Richard Booth
KMZX-F, 106.3, 2.5 KW @ 353	, BLACK		, $ 18.00	(Roslin)	Willis	(LANOKE)	Thessia Dunn
KOLL-F, 94.9, 100 KW @ 1844	, OLDIES	UNIPWR	, $ 36.00	(Durpetti)		(PINE BLUFF)	Steve McNamara
KSSN-F, 95.7, 100 KW @ 1664	, COUNTRY	ABC E	, $ 90.00	(Katz)	South. Skies		Jerry Atchley
KZOU-F, 98.5, 100 KW @ 1285	, CHR		, $ 34.00	(Christal)			Hal Smith

Miscellaneous Comments: KEZQ changes to KLRG and format to GOSPEL (April)...KWTD-F changes to KMZX-F (March)... KMJX-F sold for $3,150,000 (Biernacki)...KEZQ-F sold . . .

LOS ANGELES

Arbitron Rank/Pop (12+): 2/9,265,900
MSA Rank/Pop: 2/12,100,000
ADI # 2
Average Person Ratings: 17.9
Market TSL: 23.50 hours

Stations: 43/43
Diaries: 4077/2272:1/48.8%
Sample Target: 3650
% Below Line: 0.0
% Not Listed: 10.5

1989 Revenue: $385,000,000
HH Inc.: $33,525
Retail $: 88.0 Bil
Pop per Station: 215,486
#1 Biller: KABC $35,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KOST-F	(AC)	1031/ 6.2	6.4	5.7	6.8	6.1	6.3	1191/18186	15268/16.5	15.6	16.4	5.0	778	9411	KOST-F
2. KIIS-AF	(CHR)	985/ 5.9	6.1	5.4	6.4	5.2	5.9	1132/20872	18016/19.4	18.0	21.3	7.1	1094	19299	KIIS-AF
3. KPWR-F	(CHR)	834/ 5.0	5.6	6.2	6.1	7.1	5.7	914/16153	14593/15.7	17.1	18.1	7.0	1094	16331	KPWR-F
4. KABC	(N/T)	714/ 4.3	4.4	4.6	4.3	5.2	4.4	796/11108	9742/10.5	10.8	12.7	5.0	783	6908	KABC
5. KLOS-F	(AOR)	687/ 4.1	3.8	4.2	4.1	3.8	4.0	949/14484	10948/11.8	11.1	10.3	4.8	739	9541	KLOS-F
6. KXEZ-F	(EZ)	560/ 3.4	2.9	2.5	4.6	4.1	3.3	589/7435	6789/ 7.3	7.3	9.5	2.4	370	4032	KXEZ-F
7. KQLZ-F	(CHR)	554/ 3.3	3.6	3.8	5.5	4.3	4.1	701/11431	9022/ 9.7	11.0	12.6	4.3	661	10376	KQLZ-F
8. KFWB	(N/T)	551/ 3.3	3.3	2.6	3.1	3.0	3.1	592/13406	12331/13.3	12.1	12.6	2.5	382	9224	KFWB
9. KWKW	(SP)	532/ 3.2	3.3	3.5	2.7	2.2	3.2	533/5438	5385/ 5.8	5.3	3.8	2.7	425	5071	KWKW
10. KTWV-F	(J/NA)	522/ 3.1	3.0	3.1	2.8	2.5	3.0	630/9511	7890/ 8.5	9.0	8.5	3.9	601	7074	KTWV-F
11. KLVE-F	(SP)	517/ 3.1	3.0	3.2	3.2	1.8	3.1	596/7334	6609/ 7.1	6.7	4.7	2.9	456	5227	KLVE-F
12. KROQ-F	(AOR)	507/ 3.1	3.2	2.5	2.5	2.3	2.8	594/8453	7347/ 7.9	7.3	7.3	4.3	673	7510	KROQ-F
KKBT-F	(B)	507/ 3.1	1.3	0.4	1.7	1.5	1.6	576/7136	6228/ 6.7	2.1	5.0	3.9	609	5686	KKBT-F
14. KMPC	(BB)	494/ 3.0	3.1	2.1	2.7	2.5	2.7	574/7217	6139/ 6.6	6.9	7.4	2.5	389	6341	KMPC
15. KBIG-F	(AC)	493/ 3.0	3.6	4.0	3.6	4.3	3.5	589/10334	8733/ 9.4	9.7	10.8	2.3	363	5700	KBIG-F
16. KNX	(N)	461/ 2.8	3.0	3.4	2.8	3.3	3.0	613/12823	9666/10.4	13.2	13.0	2.5	390	7590	KNX
17. KZLA-F	(C)	450/ 2.7	2.0	2.2	2.3	2.0	2.3	496/5965	5339/ 5.8	5.8	5.4	3.1	480	4540	KZLA-F
18. KLSX-F	(CL AOR)	438/ 2.6	2.3	2.2	2.0	1.8	2.3	479/8450	7491/ 8.1	7.9	7.4	2.1	322	5883	KLSX-F
19. KTNQ	(SP)	381/ 2.3	3.1	2.7	1.9	2.5	2.5	399/5748	5437/ 5.9	4.9	5.0	2.0	308	4173	KTNQ
20. KODJ-F	(O)	330/ 2.0	1.7	1.8	2.0	2.0	1.9	419/7965	6327/ 6.8	6.1	6.9	1.8	282	3649	KODJ-F
21. KRTH-F	(O)	322/ 1.9	2.8	2.7	2.8	3.1	2.5	440/10085	7598/ 8.2	10.1	10.2	2.1	320	6359	KRTH-F
22. KJLH-F	(B)	289/ 1.7	1.9	2.3	1.9	2.2	2.0	293/5170	5074/ 5.5	5.6	5.9	2.1	328	4297	KJLH-F
23. KALI	(SP)	236/ 1.4	1.1	1.0	0.8	1.0	1.1	236/3133	3124/ 3.4	2.7	2.1	1.2	187	2319	KALI
24. KFI	(T)	232/ 1.4	1.6	1.7	1.6	1.8	1.6	414/7227	4687/ 5.1	5.8	6.1	2.2	342	4066	KFI
25. KKGO-F	(CL)	220/ 1.3	1.4	1.4	1.0	1.2	1.3	266/4840	4143/ 4.5	5.1	3.7	1.6	244	3316	KKGO-F
26. KLAC	(C)	210/ 1.3	0.8	1.2	0.8	1.2	1.0	243/4759	4057/ 4.4	4.0	5.1	0.9	147	2804	KLAC
27. KRLA	(O)	178/ 1.1	1.0	1.0	0.8	0.9	1.0	198/4050	3638/ 3.9	3.5	4.2	0.8	121	1862	KRLA
28. KSKQ	(SP)	158/ 1.0	1.1	1.3	1.1	1.0	1.1	158/2570	2553/ 2.8	2.8	2.3	0.6	98	2037	KSKQ
29. KGFJ	(B)	153/ 0.9	0.8	1.1	0.7	0.8	0.9	154/2136	2128/ 2.3	2.4	1.9	1.0	151	2002	KGFJ
30. KLIT-F	(SAC)	151/ 0.9	1.5	1.2	1.2	0.7	1.2	169/4474	3967/ 4.3	4.9	2.7	1.0	160	2401	KLIT-F
31. KKHJ	(SP)	149/ 0.9	0.1	0.4	1.3	0.8	0.7	160/3121	2920/ 3.2	2.5	3.2	0.6	89	2204	KKHJ
32. KNAC-F	(AOR)	142/ 0.9	1.1	0.8	1.0	1.0	0.9	157/2850	2530/ 2.7	2.4	3.2	1.2	192	2742	KNAC-F
33.															
34.															
35.															

12+ FM SHARE (METRO): 67.61% (10054 of 14870) (SPG 89: 66.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPWR-F>	1 KIIS-AF	1 KOST-F	1 KOST-F	1 KOST-F	1 KABC	1 KLOS-F<	1 KOST-F>	1 KIIS-AF	1 KOST-F	1 KABC >>
2 KIIS-AF	2 KLOS-F<	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF<	2 KFWB <	2 KIIS-AF	2 KIIS-AF	KOST-F<	2 KABC <	2 KFWB >>
3 KQLZ-F	3 KOST-F	3 KLOS-F	KLOS-F>	3 KLOS-F	3 KOST-F	3 KABC	3 KPWR-F	3 KPWR-F>	3 KPWR-F	3 KNX >>
4	4 KPWR-F	4 KPWR-F	4 KTWV-F	4 KTWV-F	KMPC	4 KOST-F<	4 KABC	4 KQLZ-F	4 KIIS-AF	4 KOST-F>>
5	5 KROQ-F	5 KROQ-F	5 KLVE-F	5 KLVE-F	5 KXEZ-F	5 KFWB	5 KXEZ-F	KLOS-F	5 KROQ-F	5 KQLZ-F>>
6	6 KKBT-F	KLVE-F	KBIG-F	KBIG-F	6 KNX	6 KPWR-F	KBIG-F	6 KXEZ-F	6 KQLZ-F<	6 KKBT-F
7	7 KLVE-F	7 KKBT-F	7 KPWR-F	7 KWKW <	7 KTWV-F	7 KNX	7 KLOS-F	KKBT-F	7 KKBT-F<	7 KBIG-F
8	8 KQLZ-F	KBIG-F<	KLSX-F	8 KPWR-F	8 KZLA-F	8 KTWV-F	8 KZLA-F	8 KBIG-F<	8 KLVE-F	8 KWKW
9	9 KLSX-F	9 KQLZ-F	9 KWKW	9 KLSX-F	9 KWKW	9 KWKW	KWKW	9 KROQ-F	9 KNX	9
10	10 KBIG-F	KLSX-F	10 KTNQ	10 KXEZ-F	10 KBIG-F	10 KMPC	KTWV-F	10	KFWB	10
			11 KZLA-F							

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F>	1 KOST-F>
2 KIIS-AF<	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF	2 KIIS-AF
3 KPWR-F>	3 KPWR-F	3 KLVE-F	3 KPWR-F	3 KBIG-F<
4 KKBT-F	4 KKBT-F	4 KPWR-F	4 KBIG-F	4 KLVE-F
5 KROQ-F	5 KLVE-F<	5 KLOS-F<	5 KLVE-F	5 KPWR-F
6 KLOS-F<	6 KLOS-F	6 KKBT-F<	6 KKBT-F	6 KXEZ-F
7 KQLZ-F	7 KBIG-F	7 KBIG-F	7 KLOS-F	7 KWKW
8 KBIG-F>	8 KROQ-F	8 KJLH-F	8 KWKW	8 KKBT-F
9 KLVE-F	KQLZ-F	9 KTNQ	9 KQLZ-F<	9 KLOS-F<
10 KLSX-F	10 KJLH-F	10 KXEZ-F	10 KXEZ-F	10 KTWV-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KROQ-F>	1 KLOS-F	1 KLOS-F>	1 KLOS-F>	1 KLOS-F
2 KPWR-F	2 KROQ-F	2 KIIS-AF>	2 KIIS-AF	2 KTWV-F
3 KQLZ-F	3 KIIS-AF	3 KLSX-F	3 KROQ-F	3 KOST-F<
4 KLOS-F	4 KPWR-F	4 KOST-F	KOST-F<	4 KIIS-AF
5 KIIS-AF	5 KQLZ-F	5 KROQ-F	5 KLSX-F	5 KLSX-F
6 KKBT-F	6 KOST-F	KPWR-F	6 KPWR-F<	6 KABC
7 KOST-F<	KLSX-F	7 KLVE-F	7 KQLZ-F<	7 KTNQ
8 KLSX-F	KKBT-F	8 KKBT-F<	8 KTWV-F>	8 KWKW
9 KLVE-F>	9 KLVE-F	9 KQLZ-F	9 KKBT-F	KRTH-F
10 KWKW	10 KWKW	10 KTWV-F	10 KLVE-F	10 KQLZ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	41 (1)	2332 (3)	2373 (4)	16.0	18.6
AOR/CLASSIC		1774 (4)	1774 (4)	11.9	9.7
AC/OLDIES/SOFT ROCK	178 (1)	2374 (6)	2552 (7)	17.2	19.6
MOR/VARIETY					
COUNTRY	210 (1)	450 (1)	660 (2)	4.4	3.9
BLACK/URBAN	293 (2)	922 (3)	1215 (5)	8.2	6.4
BEAUTIFUL/EASY		560 (1)	560 (1)	3.8	4.4
NEWS/TALK	2007 (5)		2007 (5)	13.5	15.1
NOSTALGIA	494 (1)		494 (1)	3.3	2.8
RELIGION/GOSPEL		261 (3)	261 (3)	1.8	1.1
SPANISH	1456 (5)	639 (2)	2095 (7)	14.1	10.8
CLASSICAL		220 (1)	220 (1)	1.5	1.6
JAZZ/NEW AGE		522 (1)	522 (1)	3.5	4.2
UNKNOWN/OTHERS	137 (2)		137 (2)	0.9	1.7
	4816 (18)	10054 (25)	14870 (43)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KACE-F	103.9	Inglewood	0.8/2.7/127/2503
KDAY	1580	Santa Monica/LA	0.8/3.6/143/3371
KFSG-F	96.3	Los Angeles	0.4/1.3/ 80/1460
KGIL	1260	San Fernando	0.3/1.0/ 51/1041
KGRB	900	West Covina	0.4/0.9/ 73/1056
KKLA-F	99.5	Los Angeles	0.7/2.3/118/2490
KMAX-F	107.1	Arcadia/LosAngl	0.5/1.5/ 87/1528
KMGX-F	94.3	San Fernando	0.3/0.6/ 47/ 657
KSKQ-F	97.9	Long Beach	0.7/2.2/124/2099
KWIZ	1480	Santa Ana	0.4/1.0/ 71/ 980

RADIO STATIONS

AM STATIONS

KABC,	790,	5 KW (DA-N)	, TALK	ABC I, ABC T,	$ 420.00	(Katz)	Cap Cities/ABC		George Green
KALI,	1430,	5 KW (DA-2)	, HISPANIC	,	$ 90.00	(Katz Hisp.)	United	(SAN GABRIEL)	Raul Ortal
KDAY,	1580,	50 KW (DA-2)	, BLACK	NBN, UNIPWR ,	$ 80.00	(Roslin)		(SANTA MONICA)	Ed Kerby
KFI ,	640,	50 KW	, TALK	MBS ,	$ 110.00	(Christal)	Cox		Howard Neal
KFWB,	980,	5 KW	, NEWS	NBC, UPI ,	$ 305.00	(Group W)	Westinghouse		Chris Claus
KGFJ,	1230,	1 KW	, BLACK OLDIES	SBN, SMN ,	$ 70.00	(Roslin)			Bill Shearer
KGIL,	1260,	5 KW (DA-2)	, TALK	APR, TALKNT ,	$ 60.00	(HNWH)	Buckley	(SAN FERNANDO)	Dick McGeary
KIEV,	870,	10 KW/1 KW (DA-2)	, TALK	,	$ 55.00	(——)		(GLENDALE)	Fred Beaton
KLAC,	570,	5 KW (DA-N)	, COUNTRY	ABC D,	$ 115.00	(Eastman)	Malrite		Norm Epstein
KMPC,	710,	50 KW/10 KW (DA-N),	NOSTALGIA/MOR	,	$ 220.00	(Durpetti)	Golden West		Bill Ward
KNX ,	1070,	50 KW	, NEWS	CBS ,	$ 340.00	(CBS)	CBS		George Nicholas
KRLA,	1110,	50 KW/10 KW (DA-2),	OLDIES	,	$ 80.00	(MMR)	Greater Media		Bob Moore
KSKQ,	1540,	50 KW/10 KW (DA-2),	HISPANIC	,	$ 100.00	(SBS)	SBS		Raul Alarcon Jr
KTNQ,	1020,	50 KW (DA-2)	, HISPANIC	,	$ 155.00	(Caballero)	Heftel		Ken Wolt
KWKW,	1330,	5 KW (DA-N)	, HISPANIC	,	$ 100.00	(Lotus)	Lotus		Jose Cabrera

FM STATIONS

KACE,	103.9,	1.6 KW @ 390,	BLACK	APR, UNIULT ,	$ 80.00	(K & P)	All Pro	(INGLEWOOD)	Rickey Tatum
KBIG,	104.3,	105 KW @ 2890,	AC	,	$ 300.00	(CBS)	Bonneville		Kari Winston
KFSG,	96.3,	54 KW @ 480,	RELIGION	APR ,	$ 25.00	(——)			Alan Bowles
KIIS,	102.7,	8 KW @ 2960,	CHR	,	$ 520.00	(McGuild)	Gannett		Lynn Anderson
KJLH,	102.3,	2.2 KW @ 338,	BLACK	,	$ 110.00	(Roslin)		(COMPTON)	Karen Slade
KKBT,	92.3,	43 KW @ 2910,	URBAN	,	$ 160.00	(McGuild)	Evergreen		Jim De Castro
KKGO,	105.1,	18 KW @ 2887,	CLASSICAL	APR ,	$ 125.00	(CMBS)			Saul Levine
KLIT,	101.9,	2.4 KW @ 2848,	SOFT AC	,	$ 100.00	(durpetti)	Golden West	(GLENDALE)	Bill Ward
KLOS,	95.5,	63 KW @ 3129,	AOR	,	$ 400.00	(Katz)	Cap Cities/ABC		Bill Sommers
KLSX,	97.1,	21 KW @ 3002,	CLASSIC AOR	,	$ 300.00	(MMR)	Greater Media		Bob Moore
KLVE,	107.5,	30 KW @ 2998,	HISPANIC	,	$ 175.00	(Caballero)	Heftel		Ken Wolt
KMAX,	107.1,	3 KW @ -44 ,	RELIGION/ETHNIC	,	$ 60.00	(——)	Douglas	(ARCADIA)	Linda Hayes
KNAC,	105.5,	1 KW @ 453,	AOR	CBS ,	$ 120.00	(Durpetti)		(LONG BEACH)	Gary Price
KODJ,	93.1,	29 KW @ 3498,	OLDIES	RADRAD ,	$ 190.00	(CBS)	CBS		Charlie Seraphin
KOST,	103.5,	13 KW @ 3100,	AC	,	$ 475.00	(Christal)			Howard Neal
KPWR,	105.9,	72 KW @ 770,	CHR	SOURCE ,	$ 430.00	(HNWH)	Emmis		Phil Newmark
KQLZ,	100.3,	5 KW @ 3004,	CHR	SOURCE ,	$ 300.00	(Eastman)	Westwood One		Simon T.
KROQ,	106.7,	6 KW @ 1387,	AOR	,	$ 270.00	(Torbet)	Infinity		Trip Reeb
KRTH,	101.1,	51 KW @ 3133,	OLDIES	,	$ 375.00	(Republic)	Beasley		Pat Norman
KSKQ,	97.9,	79 KW @ 410,	HISPANIC	,	$ 120.00	(SBS)	SBS		Jose Grimalt
KTWV,	94.7,	58 KW @ 2831,	JAZZ/NAC	,	$ 300.00	(Group W)	Westinghouse		Allan Chlowitz
KXEZ,	98.7,	75 KW @ 1180,	SOFT AC/EZ	,	$ 250.00	(Torbet)	Viacom		Bob Griffith
KZLA,	93.9,	49 KW @ 720,	COUNTRY	,	$ 225.00	(Eastman)	Malrite		Norm Epstein

CALL LETTER CHANGES

KRTH-AM changes to KKHJ (Apr)
KJOI changes to KXEZ (Feb)

FORMAT CHANGES

KKHJ changes from Oldies to Hispanic
KXEZ changes from EZ to EZ/Soft AC

STATION SALES

KDAY sold by Heritage
for $7,200,000 (Stevens)

LOUISVILLE

Arbitron Rank/Pop (12+): 49/793,200

MSA Rank/Pop: 53/968,700
ADI # 46
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 18/18
Diaries: 1358/584:1/56.4%
Sample Target: 1200
% Below Line: 0.0
% Not Listed: 9.0

1989 Revenue: $23,600,000
HH Inc.: $27,183
Retail $: 7.1 Bil
Pop per Station: 44,066
#1 Biller: WHAS $5,800,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WHAS	(MOR)	208/15.7	16.3	15.9	10.8	12.2	14.7	260/3467	2593/32.7	30.3	28.3		10.1	138	2112	WHAS
2.	WAMZ-F	(C)	197/14.9	14.7	15.9	16.4	16.3	15.5	310/3016	1987/25.1	26.6	26.8		16.8	230	2085	WAMZ-F
3.	WDJX-AF	(CHR)	181/13.7	11.6	11.5	13.7	15.3	12.6	228/3114	2266/28.6	26.6	28.1		13.5	182	2300	WDJX-AF
4.	WVEZ-F	(AC)	104/ 7.9	7.7	8.7	7.9	5.9	8.1	123/1642	1398/17.6	19.5	14.9		6.8	93	1220	WVEZ-F
5.	WQMF-F	(AOR)	93/ 7.0	6.4	6.6	8.2	8.3	7.1	137/1735	1212/15.3	16.2	16.5		8.7	119	1573	WQMF-F
6.	WLRS-F	(CHR)	87/ 6.6	7.3	7.4	6.3	5.5	6.9	98/1371	1253/15.8	16.3	15.9		10.4	142	1808	WLRS-F
7.	WRKA-F	(AC)	74/ 5.6	7.1	4.8	5.6	6.0	5.8	80/1315	1248/15.7	14.0	14.7		7.3	100	1544	WRKA-F
8.	WLOU	(B)	57/ 4.3	5.7	6.1	9.4	7.1	6.4	58/591	582/ 7.3	9.9	9.4		7.8	107	818	WLOU
	WGZB-F	(B)	57/ 4.3	——	——	——	——	1.1	57/538	538/ 6.8	0.0	0.0		2.7	37	413	WGZB-F
10.	WXVW	(BB)	36/ 2.7	3.0	1.6	2.8	3.0	2.5	36/483	471/ 5.9	4.8	6.2		2.0	27	343	WXVW
11.	WAVG	(O)	25/ 1.9	2.2	2.5	3.2	3.8	2.5	28/585	508/ 6.4	10.9	10.7		1.6	22	729	WAVG
12.	WWKY	(C)	19/ 1.4	1.7	1.8	1.9	0.5	1.7	23/435	317/ 4.0	4.4	3.0		0.2	3	88	WWKY
	WLSY-F	(EZ)	19/ 1.4	2.6	3.3	3.0	3.0	2.6	22/388	366/ 4.6	7.8	6.4		1.4	19	420	WLSY-F

12+ FM SHARE (METRO): 68.22% (820 of 1202) (SPG 89: 66.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDJX-AF>>	1 WDJX-AF	1 WAMZ-F<	1 WAMZ-F>	1 WAMZ-F	1 WHAS >	1 WHAS >	1 WAMZ-F	1 WAMZ-F	1 WDJX-AF>	1 WAMZ-F
2 WLRS-F>	2 WQMF-F	2 WDJX-AF>	2 WDJX-AF	2 WHAS	2 WAMZ-F>	2 WAMZ-F<	2 WHAS	2 WDJX-AF	2 WAMZ-F<	2 WHAS
3 WGZB-F	WAMZ-F	3 WQMF-F<	WHAS	3 WDJX-AF	3 WVEZ-F>	3 WDJX-AF>	3 WDJX-AF	3 WHAS >	3 WHAS	3 WGZB-F
4	4 WLRS-F>	4 WHAS	4 WVEZ-F	4 WVEZ-F	4 WDJX-AF	4 WQMF-F>	4 WVEZ-F>	4 WVEZ-F<	4 WLRS-F	WDJX-F
5	5 WVEZ-F	5 WVEZ-F	5 WRKA-F	5 WRKA-F	5 WRKA-F	5 WVEZ-F	5 WQMF-F	5 WLRS-F	5 WGZB-F	5 WQMF-F
6	6 WRKA-F<	6 WLRS-F	WQMF-F	6 WQMF-F	6 WXVW	6	6	6 WQMF-F	6	6 WLRS-F<
7	7 WGZB-F	7 WRKA-F	7	7	7	7	7	7	7	7 WVEZ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDJX-AF>>	1 WDJX-AF>	1 WDJX-AF	1 WDJX-AF	1 WAMZ-F	1 WLRS-F>	1 WQMF-F>	1 WQMF-F	1 WQMF-F	1 WAMZ-F
2 WLRS-F	2 WAMZ-F>	WAMZ-F>	2 WAMZ-F>	2 WHAS	2 WQMF-F	2 WLRS-F	2 WAMZ-F>	2 WAMZ-F	2 WHAS
3 WAMZ-F	3 WVEZ-F<	3 WVEZ-F	3 WVEZ-F>	3 WDJX-AF	3 WDJX-AF>	WAMZ-F	3 WDJX-AF	3 WDJX-AF<	3 WQMF-F>
4 WQMF-F>	4 WLRS-F	4 WRKA-F>	4 WHAS	WVEZ-F>	4 WAMZ-F>	4 WDJX-AF>	4 WGZB-F	4 WHAS	4 WDJX-AF<
5 WVEZ-F	5 WQMF-F	5 WLOU	5 WRKA-F	5 WRKA-F	5 WVEZ-F	5 WGZB-F	5 WLRS-F	5 WLRS-F	5 WRKA-F
6	6 WRKA-F	6 WQMF-F	6 WLRS-F	6	WLOU >	6	WHAS	6 WRKA-F	6 WVEZ-F
7	7 WLOU	7 WGZB-F	7	7	7	7	7 WRKA-F>	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	6 (1)	262 (2)	268 (3)	22.3	23.0
AOR/CLASSIC		93 (1)	93 (1)	7.7	9.1
AC/OLDIES/SOFT ROCK	25 (1)	178 (2)	203 (3)	16.9	13.0
MOR/VARIETY	208 (1)		208 (1)	17.3	17.9
COUNTRY	31 (2)	197 (1)	228 (3)	19.0	19.9
BLACK/URBAN	57 (1)	57 (1)	114 (2)	9.5	7.7
BEAUTIFUL/EASY		19 (1)	19 (1)	1.6	3.3
NEWS/TALK					
NOSTALGIA	36 (1)		36 (1)	3.0	3.3
RELIGION/GOSPEL	19 (2)	14 (1)	33 (3)	2.7	2.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	382 (9)	820 (9)	1202 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WFIA	900	Louisville	0.3/1.9/ 5/ 164
WLLV	1240	Louisville	1.1/2.0/ 15/ 165
WTMT	620	Louisville	0.9/3.9/ 12/ 334
WXLN-F	103.9	Louisville	1.1/2.4/ 14/ 197

RADIO STATIONS

WAVG ,	970,	5 KW (DA-N) ,	Oldies	NBC UNISUP, $ 22.00	(Durpetti)	Radio One	Fred Murr
WDJX ,	1080,	10 KW/1 KW (DA-2) — simulcast with WDJX-F					
WHAS ,	840,	50 KW ,	MOR/Full Service	ABC I, $110.00	(Christal)	Clear Channel	Bob Scherer
WLOU ,	1350,	5 KW/500 W (DA-N),	Black	SBN, $ 25.00	(—)	Johnson	Mildred Stanton
WWKY ,	790,	5 KW/1 KW (DA-2),	Country	UNISUP, $ 20.00	(Katz)	Wilks-Schwartz	Frank Iorio
WXVW ,	1450,	1 KW ,	Nostalgia	SMN UNISUP, $ 25.00	(Roslin)		Charles Jenkins
WAMZ-F,	97.5,	100 KW @ 500 ,	Country	, $ 90.00	(Christal)	Clear Channel	Bob Scherer
WDJX-F,	99.7	24 KW @ 715 ,	CHR	APR, $ 70.00	(Eastman)	Stoner	Bill Wells
WGZB-F,	96.5,	3 KW @ 300 ,	Black	CBN UNISUP, $ 22.00	(—)	(CORYDON)	
WLRS-F,	102.3,	3 KW @ 285 ,	AOR/CHR	ABC R UNIPWR, $ 40.00	(MMR)	Radio One	Fred Murr
WLSY-F,	101.7,	1.4 KW @ 415 ,	EZ	UNIULT, $ 25.00	(Banner)		Don Robertson
WQMF-F,	95.7,	34 KW @ 580 ,	AOR	, $ 54.00	(HNWH)		Michael Horlander
WRKA-F,	103.1,	3 KW 2 275 ,	Oldies	, $ 52.00	(Banner)	Capitol-Johnson	Mike Kirtner
WVEZ-F,	106.9,	25 KW @ 670 ,	AC	UNISUP, $ 57.00	(Katz)	Wilks-Schwartz	Frank Iorio
WXLN-F,	103.9,	1 KW @ 490 ,	CHR	, $ 16.00	(—)		Richard Lee

Miscellaneous Comments: WXLN-F changes to WZKS-F and format from REL. to CHR (July)...

LUBBOCK

Arbitron Rank/Pop (12+): 162/182,500

MSA Rank/Pop: 188/227,300
ADI # 150
Average Person Ratings: 16.9
Market TSL: 22.50 hours

Stations: 17/17
Diaries: 672/272:1/52.3%
Sample Target: 550
% Below Line: 0.0
% Not Listed: 10.7

1989 Revenue: $6,500,000
HH Inc.: $23,086
Retail $: 1.6 Bil
Pop per Station: 10,735
#1 Biller: KLLL $2,000,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1.	KLLL-F	(C)	75/24.3	18.7	18.9	20.4	16.9	——	126/1169	668/36.6	28.8	29.6	17.8	59	564	KLLL-F
2.	KZII-F	(CHR)	46/14.9	14.0	12.5	8.9	12.0	——	85/883	565/31.0	30.2	27.1	15.1	50	604	KZII-F
3.	KRLB-F	(CHR)	30/ 9.7	13.1	16.7	15.7	30.7	——	49/905	566/31.0	33.6	39.5	10.9	36	683	KRLB-F
4.	KTEZ-F	(SAC)	28/ 9.1	5.9	6.4	6.7	4.9	——	35/470	337/18.5	15.4	14.9	6.6	22	210	KTEZ-F
5.	KFMX-F	(AOR)	25/ 8.1	7.8	10.6	9.6	10.9	——	34/448	340/18.6	17.5	22.1	12.7	42	447	KFMX-F
6.	KKCL-F	(O)	9/ 2.9	2.8	3.2	3.2	1.1	——	11/230	167/ 9.2	9.1	7.9	3.3	11	214	KKCL-F
	KJBX	(B)	9/ 2.9	0.6	1.6	2.6	0.7	——	10/115	107/ 5.9	3.9	4.8	4.5	15	159	KJBX
8.	KKIK-F	(C)	8/ 2.6	4.0	5.1	3.5	4.5	——	11/259	168/ 9.2	12.6	12.7	4.8	16	216	KKIK-F
9.	KLFB	(SP)	7/ 2.3	2.8	——	3.2	——	——	8/77	70/ 3.8	4.0	0.0	0.6	2	61	KLFB
	KFYO	(C)	7/ 2.3	6.2	6.1	2.9	5.2	——	24/354	172/ 9.4	17.1	12.9	3.3	11	168	KFYO

12+ FM SHARE (METRO): 83.33% (230 of 276) (SPG 89: 85.77%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZII-F	1 KLLL-F	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>	1 KZII-F	1 KLLL-F
2	2 KZII-F>	2 KZII-F	2 KZII-F	2 KRLB-F	2 KTEZ-F>	2 KZII-F	2 KTEZ-F<	2 KZII-F>	2 KLLL-F>	2 KZII-F>>
3	3 KFMX-F	3 KFMX-F<	3 KRLB-F	3 KZII-F	3 KRLB-F	3 KRLB-F>	3 KZII-F	3 KRLB-F<	3 KFMX-F>	3 KFMX-F
4	4 KRLB-F	4 KRLB-F	4 KTEZ-F	4 KTEZ-F	4	4 KTEZ-F	4 KRLB-F	4 KTEZ-F	4 KRLB-F	4
5	5	5 KTEZ-F	5 KFMX-F	5 KFMX-F	5	5 KFMX-F	5 KFMX-F	5 KFMX-F	5	5
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZII-F	1 KZII-F	1 KZII-F	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>	1 KLLL-F>>	1 KLLL-F>>	1 KLLL-F>>
KLLL-F	KLLL-F>>	KLLL-F>	2 KZII-F	2 KRLB-F	2 KZII-F	2 KZII-F	2 KZII-F	2 KFMX-F	2 KFMX-F
3 KFMX-F>	3 KRLB-F	3 KTEZ-F	3 KRLB-F	3 KZII-F	3 KFMX-F>	3 KFMX-F>	3 KFMX-F>	3 KZII-F>	3 KZII-F>
4 KRLB-F	4 KTEZ-F	KRLB-F>>	4 KTEZ-F	4 KTEZ-F	4 KRLB-F>	4 KRLB-F	4 KRLB-F>	4 KRLB-F	4 KTEZ-F
5 KTEZ-F>	KFMX-F	5 KLSC-F	5 KFMX-F	5	5 KTEZ-F>>	5	5 KLFB	5 KTEZ-F	KRLB-F
6 KJBX	6	KFMX-F>	6	6	6	6	KKIK-F>>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		76 (2)	76 (2)	27.5	33.2
AOR/CLASSIC		30 (2)	30 (2)	10.9	12.0
AC/OLDIES/SOFT ROCK		37 (2)	37 (2)	13.4	12.4
MOR/VARIETY					
COUNTRY	11 (2)	83 (2)	94 (4)	34.1	35.4
BLACK/URBAN	9 (1)		9 (1)	3.3	1.8
BEAUTIFUL/EASY					
NEWS/TALK					0.7
NOSTALGIA	11 (2)		11 (2)	4.0	2.2
RELIGION/GOSPEL		4 (1)	4 (1)	1.4	0.7
SPANISH	15 (3)		15 (3)	5.4	1.5
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	46 (8)	230 (9)	276 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCAS	1050	Slaton	1.9/4.6/ 7/ 112
KFMX	1340	Lubbock	1.6/4.4/ 5/ 90
KJAK-F	92.9	Slaton/Lubbock	1.3/5.1/ 8/ 137
KLLL	1590	Lubbock	1.3/2.1/ 4/ 50
KLSC-F	104.7	Lamesa	1.6/4.6/ 14/ 171
KTLK	1460	Lubbock	1.6/3.1/ 11/ 107
KXTQ	950	Lubbock	1.0/3.9/ 8/ 130

RADIO STATIONS

KFYO,	790,	5 KW/1 KW (DA-2)	, COUNTRY	CBS ,	$ 15.00	(Torbet)	Seaton	Bob Clark
KJBX,	580,	500 W/387 W	, BLACK	,	$ 12.00	(Christal)	Dowe	Denny Dowe
KLFB,	1420,	500 W	, HISPANIC	,	$ 11.00	(Caballero)		Walt Ledesma
KXTQ,	950,	5 KW/500 W (DA-2)	, HISPANIC	,	$ 10.00	(Caballero)	Adams	Diane Melton
KFMX-F,	94.5,	100 KW @ 818,	AOR	MBS, ABC R,	$ 27.00	(Katz)		Scott Parson
KJAK-F,	92.7,	100 KW @ 584,	RELIGION	,	$ 9.00	(——)	(SLATON)	Woody Van Dyke
KRLB-F,	99.5,	100 KW @ 817,	CHR	ABC I ,	$ 32.00	(Christal)	Dowe	Dave Thompson
KKCL-F,	98.1,	50 KW @ 300,	OLDIES	UNISUP,	$ 14.00	(Republic)	Amer. General	(LORENZO) Cindy Gilstrap
KKIK-F,	93.7,	100 KW @ 736,	COUNTRY	,	$ 19.00	(Banner)	Adams	Diane Melton
KLLL-F,	96.3,	100 KW @ 850,	COUNTRY	MBS ,	$ 44.00	(Eastman)	Pinnacle	Scott Harris
KLSC-F,	104.7,	100 KW @ 980,	CLASSIC AOR	ABC D ,	$ 10.00	(Republic)	(LAMESA)	Pat Kelly
KTEZ-F,	101.1,	100 KW @ 750,	SOFT AC	UNISUP ,	$ 26.00	(HNWH)	Lotus	Tom English
KZII-F,	102.5,	100 KW @ 817,	CHR	,	$ 30.00	(Torbet)	Seaton	Bob Clark

Miscellaneous Comments: KXTQ, KKIK-F sold by Bakoor to Wagon Train for $750,000 (Chapman)...

MACON

Arbitron Rank/Pop (12+): 139/237,100
MSA Rank/Pop: 155/287,200
ADI # 127
Average Person Ratings: 17.6
Market TSL: 24.00 hours

Stations: 15/13
Diaries: 633/375:1/45.8%
Sample Target: 620
% Below Line: 1.7
% Not Listed: 14.6

1989 Revenue: $8,200,000
HH Inc.: $27,496
Retail $: 2.1 Bil
Pop per Station: 18,238
#1 Biller: WDEN-AF $2,600,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WDEN-F	(C)	96/23.0	----	20.4	----	19.6	----	162/1393	754/31.7		28.7					WDEN-F
2. WAYS-F	(CHR)	62/14.9	----	15.1	----	17.6	----	131/1621	893/37.7		34.5					WAYS-F
3. WPEZ-F	(AC)	39/ 9.4	----	8.6	----	8.3	----	51/693	510/21.5		16.7					WPEZ-F
4. WPGA-F	(B)	35/ 8.4	----	8.6	----	11.1	----	43/616	443/18.7		18.8					WPGA-F
5. WFXM-F	(B)	29/ 7.0	----	7.2	----	8.1	----	46/500	365/15.4		16.3					WFXM-F
WDDO	(G)	29/ 7.0	----	7.2	----	7.6	----	29/311	303/12.8		10.8					WDDO
7. WMAZ	(BB)	20/ 4.8	----	6.5	----	5.3	----	23/356	251/10.6		14.1					WMAZ
8. WQBZ-F	(AOR)	9/ 2.2	----	4.8	----	3.0	----	12/148	126/ 5.3		7.8					WQBZ-F
WIBB	(B)	9/ 2.2	----	2.6	----	4.3	----	13/197	162/ 6.8		7.5					WIBB
10.																

12+ FM SHARE (METRO): 81.46% (290 of 356) (SPG 89: 79.09%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAYS-F	1 WAYS-F	1 WDEN-F	1 WDEN-F	1 WDEN-F>	1 WDEN-F>>	1 WDEN-F>	1 WDEN-F>	1 WDEN-F>	1 WFXM-F	1 WDEN-F
2 WPGA-F	2 WDEN-F>	2 WAYS-F>	2 WAYS-F>	2 WAYS-F	2 WPEZ-F<	2 WAYS-F>	2 WAYS-F	2 WAYS-F>	WAYS-F	2 WPGA-F
WFXM-F>	3 WPGA-F	3 WPEZ-F	3 WPEZ-F>	3 WPEZ-F>	3 WDDO	3 WDDO	3 WPEZ-F	3 WPEZ-F	3 WDEN-F	WFXM-F
4 WPPR-F	4 WFXM-F	4 WPGA-F	4 WPGA-F	4 WPGA-F	4 WMAZ	4 WPEZ-F	4	4 WPGA-F	4 WPGA-F>	4 WAYS-F
5	5	5 WFXM-F	5	5	WAYS-F	5 WPGA-F	5	5 WFXM-F	5 WPEZ-F	5 WPEZ-F
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WDEN-F	1 WAYS-F	1 WAYS-F>	1 WDEN-F	1 WDEN-F>		1 WFXM-F	1 WAYS-F	1 WPGA-F	1 WAYS-F	1 WDEN-F
2 WPGA-F	2 WDEN-F>	2 WDEN-F>	2 WAYS-F>	2 WAYS-F>		2 WAYS-F>	2 WDEN-F	2 WDEN-F	2 WDEN-F>	2 WAYS-F
WFXM-F	3 WPGA-F	3 WPEZ-F>	3 WPEZ-F	3 WPEZ-F>		3 WDEN-F>>	3 WPGA-F	WAYS-F>>	3 WPGA-F	3 WPEZ-F
4 WAYS-F>>	4 WFXM-F	4 WPGA-F	4 WPGA-F	4 WDDO		4 WPEZ-F>>	4 WFXM-F	4 WPEZ-F	WPEZ-F	4 WPGA-F
5 WQBZ-F>>	5 WPEZ-F	5 WFXM-F>	5 WFXM-F	5 WPGA-F		5	5	WFXM-F	5 WFXM-F	5
6	6	6	6	6			6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		68 (2)	68 (2)	19.1	16.9
AOR/CLASSIC		9 (1)	9 (1)	2.5	5.4
AC/OLDIES/SOFT ROCK		46 (2)	46 (2)	12.9	12.1
MOR/VARIETY					7.2
COUNTRY		96 (1)	96 (1)	27.0	23.3
BLACK/URBAN	13 (2)	64 (2)	77 (4)	21.6	22.5
BEAUTIFUL/EASY		5 (1)	5 (1)	1.4	1.6
NEWS/TALK					
NOSTALGIA	20 (1)		20 (1)	5.6	
RELIGION/GOSPEL	33 (2)	2 (1)	35 (3)	9.8	8.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					2.1
	66 (5)	290 (10)	356 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCOP	1350	Warner Robins	1.0/2.5/ 4/ 59
WPPR-F	101.7	Warner Robins/M	1.4/6.7/ 7/ 197
WKKO	1150	Fort Valley	1.0/2.8/ 6/ 86
WYGO-F	107.1	Gordon/Macon	1.7/6.0/ 9/ 174
WPCH-F	94.9	Atlanta	1.2/1.9/ 5/ 73
WVFJ-F	93.3	Manchester	0.5/5.3/ 8/ 198

RADIO STATIONS

WDDO, 1240, 1 KW	, GOSPEL	NBN, MBS , $ 12.00 (Christal)			Oscar Leverette
WIBB, 1280, 5 KW (DAYS)	, BLACK	SBN , $ 13.00 (Torbet)	Woodfin		Bill Chapman
WMAZ, 940, 50 KW/10 KW (DA-2)	, NOSTALGIA	ABC I,UNISUP, $ 19.00 (Katz)	Multimedia		Jim McLendon
WAYS-F, 99.1, 100 KW @ 660	, CHR	ABC F, MBS , $ 54.00 (Katz)	Multimedia		Jim McLendon
WDEN-F, 105.3, 100 KW @ 777	, COUNTRY	NBC , $ 56.00 (McGuild)	Magic		Doug Grimm
WFXM-F, 100.1, 3 KW @ 300	, BLACK	SBN , $ 18.00 (Torbet)	Woodfin	(FORSYTH)	Bill Chapman
WPEZ-F, 107.9, 100 KW @ 680	, SOFT AC	UNIPWR, $ 20.00 (HNWH)		(PERRY)	Frank Martin
WQBZ-F, 106.3, 1.8 KW @ 413	, AOR	, $ 12.00 (Banner)		(FORT VALLEY)	Dennis DeMichele

Miscellaneous Comments: WMAZ reclassified as NOSTALGIA...WQXM-F changes calls to WYGO-F (Dec)...WIBB, WFXM-F purchased by Woodfin from Davis for 1,650,000...WQBZ-F sold to Stephen Taylor for $1,500,000

MADISON

Arbitron Rank/Pop (12+): 119/300,200
MSA Rank/Pop: 136/356,300
ADI # 90
Average Person Ratings: 17.1
Market TSL: 22.50 hours

Stations: 15/13
Diaries: 706/425:1/62.6%
Sample Target: 690
% Below Line: 1.2
% Not Listed: 16.8

1989 Revenue: $13,900,000
HH Inc.: $29,575
Retail $: 3.1 Bil
Pop per Station: 23,092
#1 Biller: WZEE-F $2,800,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WIBA-F	(AOR)	66/12.9	10.3	10.9	10.7	12.3	----	147/1639	829/27.6	25.0	28.2		16.7	78	955	WIBA-F
2.	WOLX-F	(O)	56/10.9	7.7	7.3	1.7	1.5	----	154/1586	692/23.1	20.7	15.8		6.9	32	518	WOLX-F
3.	WTFX-F	(CHR)	43/ 8.4	5.9	----	----	----	----	90/1302	710/23.7	19.6	0.0		11.8	55	682	WTFX-F
4.	WZEE-F	(CHR)	40/ 7.8	12.7	17.1	18.8	18.4	----	80/1511	811/27.0	32.1	38.4		9.2	43	973	WZEE-F
5.	WWQM-F	(C)	39/ 7.6	7.7	6.3	7.3	4.0	----	48/615	489/16.3	14.2	15.1		7.5	35	404	WWQM-F
6.	WMGN-F	(AC)	38/ 7.4	9.3	8.3	6.8	7.9	----	58/768	575/19.2	19.1	20.9		6.6	31	324	WMGN-F
7.	WTSO	(C)	34/ 6.6	5.9	6.7	6.4	7.9	----	60/805	421/14.0	22.7	13.6		5.1	24	305	WTSO
8.	WIBA	(MOR)	26/ 5.1	8.3	7.3	7.7	9.2	----	35/609	450/15.0	18.1	23.3		4.1	19	279	WIBA
9.	WMAD-F	(AOR)	20/ 3.9	2.6	4.8	4.9	5.9	----	22/437	379/12.6	9.2	12.3		4.1	19	320	WMAD-F
10.	WMLI-F	(SAC)	17/ 3.3	4.6	4.2	5.1	4.0	----	22/380	301/10.0	12.4	14.5		4.1	19	308	WMLI-F
11.	WSJY-F	(EZ)	15/ 2.9	1.6	1.3	2.4	1.0	----	37/510	209/ 7.0	6.8	6.2		1.7	8	123	WSJY-F
12.	WTDY	(N/T)	14/ 2.7	2.4	2.7	2.1	1.9	----	17/212	154/ 5.1	8.3	7.9		2.8	13	192	WTDY
13.	WIBU	(BB)	13/ 2.5	1.8	2.9	1.9	1.7	----	21/339	151/ 5.0	3.5	4.7		1.9	9	119	WIBU
14.																	
15.																	

12+ FM SHARE (METRO): 78.22% (334 of 427) (SPG 89: 72.48%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTFX-F	1 WIBA-F>	1 WIBA-F	1 WOLX-F<	1 WOLX-F<	1 WTSO	1 WIBA-F	1 WIBA-F>	1 WIBA-F	1 WIBA-F	1 WIBU
2 WZEE-F>>	2 WTFX-F<	2 WOLX-F>	2 WIBA-F	2 WIBA-F	2 WWQM-F	2 WTSO	2 WOLX-F<	2 WOLX-F	2 WTFX-F	2 WOLX-F
3 WOLX-F	3 WOLX-F	3 WMGN-F	3 WMGN-F>	3 WMGN-F>	WOLX-F	3 WOLX-F<	3 WMGN-F	3 WTFX-F	3 WZEE-F<	3 WTSO
4 WIBA-F	4 WZEE-F	4 WTFX-F	4 WWQM-F	4 WWQM-F>	4 WIBA	4 WMGN-F<	4 WZEE-F	4 WWQM-F<	4 WOLX-F	WIBA-F
5	5 WMGN-F	5 WZEE-F	5 WZEE-F	5 WZEE-F<	5 WMGN-F	5 WWQM-F	WWQM-F	5 WZEE-F	WIBA	5
6	6	6 WWQM-F	6	6 WTSO	6	6	6 WTFX-F	6 WMGN-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTFX-F>>	1 WTFX-F>	1 WMGN-F	1 WTFX-F	1 WMGN-F	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>>	1 WIBA-F>	1 WIBA-F
2 WZEE-F	2 WZEE-F	2 WOLX-F	WMGN-F	2 WOLX-F>	2 WTFX-F>	2 WOLX-F>	2 WOLX-F>	2 WOLX-F>>	2 WOLX-F>
3 WIBA-F>	WMGN-F	3 WMLI-F	3 WOLX-F	3 WZEE-F	3 WMAD-F	3 WTFX-F	3 WWQM-F	3 WMGN-F	3 WMGN-F<
4 WMLI-F>	WIBA-F	WIBA-F	4 WZEE-F	WIBA-F	4 WZEE-F>	WMAD-F	4 WMGN-F	4 WWQM-F	4 WWQM-F>
5 WWQM-F>	5 WOLX-F	5 WZEE-F	WIBA-F	5 WMLI-F	5 WOLX-F>>	5 WZEE-F	5 WZEE-F	5 WMAD-F	5 WTSO
6	WMLI-F	WTFX-F>	6	6 WWQM-F	6	6 WWQM-F	WMAD-F>>	6 WZEE-F	6
								WTFX-F	

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		83 (2)	83 (2)	19.4	20.4
AOR/CLASSIC		86 (2)	86 (2)	20.1	18.8
AC/OLDIES/SOFT ROCK		111 (3)	111 (3)	26.0	25.5
MOR/VARIETY	26 (1)		26 (1)	6.1	9.9
COUNTRY	34 (1)	39 (1)	73 (2)	17.1	15.6
BLACK/URBAN					
BEAUTIFUL/EASY		15 (1)	15 (1)	3.5	1.6
NEWS/TALK	20 (3)		20 (3)	4.7	3.2
NOSTALGIA	13 (1)		13 (1)	3.0	4.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	93 (6)	334 (9)	427 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBBM	780	Chicago	0.4/3.1/ 10/ 269
WGN	720	Chicago	0.8/2.8/ 23/ 391

RADIO STATIONS

WIBA ,	1310,	5 KW (DA-2) ,	MOR/Full Service	CBS, $41.00	(Katz)	Double L	Lee Leicinger
WIBU ,	1240,	1 KW ,	Nostalgia	, $10.00	(---)	(POYNETTE)	Lee Harris
WTDY ,	1480,	5 KW (DA-2) ,	News/Talk	NBC ABC I, $20.00	(Mc-Guild)	Midwest Family	Bill Vancil
WTSO ,	1070	10 KW/5 KW (DA-2),	Country	APR, $36.00	(Banner)	Mid Continent	Roger Russell
WWQM-F,	106.3,	4.5 KW @ 380 ,	Country	ABC E UNISUP, $24.00	(Eastman)		John Sandvig
WIBA-F,	101.5,	50 KW @ 450 ,	AOR	CBS, $49.00	(Katz)	Double L	Lee Leicinger
WMAD-F,	92.1,	2 KW @ 400 ,	AOR	UNISUP, $24.00	(Torbet)		Howard Gherman
WMGN-F,	98.1,	38 KW @ 580 ,	AC	, $46.00	(Mc-Guild)	Midwest Family	Bill Vancil
WMLI-F,	96.3,	6 KW @ 500 ,	Soft AC	UNISUP, $19.00	(Torbet)	(SAUK CITY)	Bill O'Donnell
WOLX-F,	94.9,	37 KW @ 1300 ,	Oldies	, $38.00	(Republic)	(BARABOO)	Terry Shockley
WSJY-F,	107.3,	50 KW @ 500 ,	EZ	ABC I, $16.00	(---)	(PORT ATKINSON)	Vern Falk
WTFX-F,	94.1,	50 KW @ 500 ,	CHR	, $31.00	(HNWH)	Joyner (WATERTOWN)	Michael Varney
WZEE-F,	104.1,	6 KW @ 1120 ,	CHR	, $46.00	(Banner)	Midcontinent	Roger Russell

MANCHESTER

Arbitron Rank/Pop (12+): 177/162,000
MSA Rank/Pop: 202 (E)/215,000
Boston ADI
Average Person Ratings: 18.0
Market TSL: 24.00 hours

Stations: 28/6
Diaries: 594/273:1/52.7%
Sample Target: 550
% Below Line: 45.2
% Not Listed: 15.4

1989 Revenue: $7,700,000
HH Inc.: $36,887
Retail $: 2.0 Bil
Pop per Station: 27,000
#1 Biller: WGIR-F $3,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WZID-F	(EZ)	51/17.5	15.6	11.0	----	17.2	----	80/845	519/32.0	23.8	22.9					WZID-F
2. WGIR-F	(AOR)	31/10.6	13.2	11.3	----	9.9	----	86/1181	474/29.3	29.5	30.2					WGIR-F
3. WSSH-F	(AC)	18/ 6.2	4.7	5.5	----	5.7	----	40/679	298/18.4	13.5	16.7					WSSH-F
4. WGIR	(N/T)	17/ 5.8	4.1	8.1	----	8.0	----	19/364	282/17.4	14.0	18.2					WGIR
5. WHOB-F	(CHR)	16/ 5.5	6.1	8.7	----	5.7	----	69/767	271/16.7	18.1	18.2					WHOB-F
6. WFEA	(AC)	11/ 3.8	2.7	3.2	----	5.3	----	13/186	135/ 8.3	11.2	9.4					WFEA
7. WODS-F	(O)	10/ 3.4	5.1	2.6	----	4.6	----	22/352	155/ 9.6	10.9	14.1					WODS-F
WAAF-F	(AOR)	10/ 3.4	2.7	0.6	----	3.4	----	19/288	131/ 8.4	8.1	6.6					WAAF-F
9. WZOU-F	(CHR)	9/ 3.1	2.0	2.9	----	4.6	----	16/438	210/13.0	12.5	13.4					WZOU-F
WOKQ-F	(C)	9/ 3.1	6.8	3.5	----	4.2	----	55/753	198/12.2	13.9	9.7					WOKQ-F

12+ FM SHARE (METRO): 83.81% (207 of 247) (SPG 89: 80.61%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOB-F>>	1 WGIR-F>	1 WZID-F	1 WZID-F	1 WZID-F>	1 WZID-F>>	1 WZID-F>	1 WZID-F>	1 WZID-F>	1 WHOB-F	1 WGIR
2 WZOU-F	2 WZID-F>	WGIR-F>	2 WGIR-F>	2 WGIR-F>	2 WGIR	2 WGIR-F	2 WGIR-F>	2 WGIR-F>	2 WZID-F	2 WGIR-F>
WAAF-F>	3 WHOB-F	3 WSSH-F	3 WSSH-F>	3 WSSH-F>	3 WSSH-F	3 WGIR >	3 WSSH-F	3 WHOB-F	3 WGIR-F	3 WZID-F>
4 WGIR-F	4 WCGY-F	4 WHOB-F	4 WODS-F	4 WGIR	4 WFEA	4 WSSH-F	4 WGIR	4 WSSH-F	4 WAAF-F	4 WOKQ-F
5	5	5	5	5	5	5	5	5 WOKQ-F	5	WKBR

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGIR-F>>	1 WGIR-F>>	1 WGIR-F	1 WZID-F	1 WZID-F>		1 WHOB-F	1 WGIR-F>	1 WGIR-F>	1 WGIR-F	1 WGIR-F
2 WHOB-F>	2 WZID-F>	2 WZID-F>>	2 WGIR-F>	2 WSSH-F>		WAAF-F>	2 WZID-F	2 WZID-F>	2 WZID-F>	2 WZID-F
3 WAAF-F	3 WHOB-F	3 WSSH-F	3 WSSH-F>	3 WGIR-F		3 WCGY-F	3 WCGY-F	3 WCGY-F	3 WCGY-F	3
WZID-F>>	4 WSSH-F	WJYY-F>>	4 WHOB-F	4 WGIR		WGIR-F>	4 WHOB-F	WBCN-F>	4 WBCN-F	4
5	5	5	5	5		5	WBCN-F	5	WAAF-F	5
6	6	6	6	6		6	WAAF-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		28 (3)	28 (3)	11.3	16.3
AOR/CLASSIC		62 (7)	62 (7)	25.1	20.9
AC/OLDIES/SOFT ROCK	11 (1)	45 (9)	56 (10)	22.7	25.5
MOR/VARIETY	7 (2)		7 (2)	2.8	2.7
COUNTRY		9 (1)	9 (1)	3.6	4.2
BLACK/URBAN					
BEAUTIFUL/EASY		63 (3)	63 (3)	25.5	17.5
NEWS/TALK	22 (2)		22 (2)	8.9	11.8
NOSTALGIA					
RELIGION/GOSPEL					1.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	40 (5)	207 (23)	247 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WJYY-F	105.5	Concord/Mnchstr	0.7/4.1/ 17/ 274
WKBR	1250	Manchester	1.0/8.0/ 4/ 149
WBCN-F	104.1	Boston	2.4/10.0/ 19/ 360
WBOS-F	92.9	Brookline/Bostn	1.0/5.6/ 5/ 176
WBZ	1030	Boston	1.4/8.7/ 9/ 237
WCGY-F	93.7	Lawrence/Boston	2.7/11.3/ 10/ 317
WFNX-F	101.7	Lynn	0.3/2.0/ 2/ 64
WHOM-F	94.9	Mt.Wash/Portlnd	2.7/7.7/ 46/ 344
WJIB-F	96.9	Boston	1.4/5.9/ 20/ 280
WLYT-F	92.5	Haverhill/Bostn	1.0/5.2/ 9/ 146
WMJX-F	106.7	Boston	0.3/3.0/ 3/ 143
WNNH-F	99.1	Henniker/Concd	0.7/4.6/ 23/ 324
WRKO	680	Boston	1.7/6.2/ 27/ 356
WROR-F	98.5	Boston	1.4/6.9/ 7/ 209
WVBF-F	105.7	Framingham/Bstn	0.3/3.1/ 3/ 107
WXKS-F	107.9	Medford/Boston	1.0/5.7/ 10/ 235
WXLO-F	104.5	Fitchburg	1.4/7.5/ 7/ 225
WZLX-F	100.7	Boston	0.7/5.3/ 12/ 211

RADIO STATIONS

WFEA, 1370, 5 KW (DA-2)	, AC	NBC, TALKNT	, $ 18.00	(Katz)	Sunshine		Kathy Allen
WGIR, 610, 5 KW/1 KW (DA-2)	, NEWS/TALK		, $ 35.00	(Banner)	Knight		Al Blake
WKBR, 1250, 5 KW (DA-2)	, MOR/VARIOUS	CBS	, $ 14.00	(S. Katz)			Chris Catanio
WGIR-F, 101.1, 10 KW @ 920	, AOR	ABC I, ABC T	, $ 67.00	(Banner)	Knight		Al Blake
WJYY-F, 105.5, 1.6 KW @ 456	, SOFT AC		, $ 24.00	(Eastman)	Empire	(CONCORD)	Stuart Ricter
WZID-F, 95.7, 14 KW @ 926	, EZ		, $ 46.00	(Katz)	Sunshine		Kathy Allen
WHOB-F, 106.3, 3 KW @ 328	, CHR		, $ 30.00	(McGuild)		(NASHUA)	Mario DiCarlo

OTHER RANKED STATIONS -- See Boston or Portsmouth

MCALLEN-BROWNSVILLE

Arbitron Rank/Pop (12+): 76/486,900	Stations: 19/18	1989 Revenue: $12,100,000
	Diaries: 959/508:1/52.5%	HH Inc.: $17,591
MSA Rank/Pop: 122/393,100 (McAllen)	Sample Target: 870	Retail $: 3.3 Bil
ADI # 113 162/270,300 (Brownsvl)	% Below Line: 0.3	Pop per Station: 27,050
Average Person Ratings: 19.2	% Not Listed: 11.2	#1 Biller: KGBT $2,000,000
Market TSL: 25.75 hours		

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1.	KBFM-F	(CHR)	168/18.0	16.0	18.6	20.0	19.7	18.1	174/1712	1632/33.5	33.4	40.3	22.4	215	1895	KBFM-F
2.	KGBT	(SP)	136/14.6	15.2	12.4	17.2	11.8	14.9	141/1343	1228/25.2	24.9	24.0	9.7	93	1173	KGBT
3.	KTXF-F	(C)	134/14.3	16.6	14.0	13.2	13.4	14.5	144/1391	1367/26.0	25.5	23.4	18.8	181	1458	KTXF-F
4.	KIWW-F	(SP)	86/ 9.2	9.0	6.0	5.1	8.8	7.3	87/1139	1086/22.3	17.5	19.9	5.8	56	657	KIWW-F
5.	KQXX-F	(SP)	62/ 6.6	4.8	5.5	4.0	4.7	5.2	62/712	682/14.0	10.5	9.6	4.0	38	479	KQXX-F
6.	KELT-F	(AC)	46/ 4.9	6.2	6.1	6.4	6.8	5.9	48/767	725/14.9	16.1	16.7	7.5	72	747	KELT-F
7.	KVLY-F	(EZ)	41/ 4.4	5.0	3.9	5.4	4.3	4.7	45/531	509/10.5	7.9	8.8	2.6	25	316	KVLY-F
8.	KBOR	(SP)	27/ 2.9	0.9	4.0	2.0	3.1	2.5	27/426	426/ 8.7	0.0	6.7	2.5	24	292	KBOR
9.	KRIX-F	(AOR)	25/ 2.7	2.5	3.1	4.1	4.0	3.1	26/384	369/ 7.6	11.4	12.8	5.1	49	614	KRIX-F
10.	KITM-F	(SP)	24/ 2.6	1.6	2.5	2.2	1.1	2.2	25/311	281/ 5.8	6.3	3.4	2.6	25	227	KITM-F
11.	KIRT	(SP)	22/ 2.4	2.7	2.3	3.5	3.6	2.7	24/339	316/ 6.5	6.3	7.5	2.7	26	292	KIRT
12.	KURV	(N/T)	14/ 1.5	2.3	1.3	1.2	1.5	1.6	13/224	208/ 4.3	3.8	3.5	1.5	14	206	KURV
13.	KRIO	(SP)	12/ 1.3	0.6	1.3	0.9	0.6	1.0	13/147	141/ 2.9	3.2	2.8	0.7	7	131	KRIO

12+ FM SHARE (METRO): 72.38% (600 of 829) (SPG 89: 73.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KBFM-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KGBT >>	1 KGBT	1 KTXF-F>	1 KBFM-F	1 KBFM-F>>	1 KTXF-F
2	2 KBFM-F>	2 KBFM-F	2 KGBT	2 KGBT >	2 KTXF-F	2 KBFM-F	2 KGBT	2 KGBT	2 KIWW-F<	2 KGBT
3	3 KIWW-F>	3 KGBT	3 KBFM-F<	3 KIWW-F	3 KQXX-F	3 KTXF-F>	3 KBFM-F	3 KTXF-F>	3 KQXX-F<	3 KIWW-F>
4	4 KGBT	4 KIWW-F	4 KIWW-F	KBFM-F	KIWW-F>	4 KIWW-F>	4 KIWW-F>	4 KIWW-F	4 KTXF-F<	4 KBFM-F>
5	KELT-F	5 KQXX-F	5 KQXX-F	5 KQXX-F	5 KVLY-F	5 KELT-F	5 KQXX-F	5 KQXX-F	5 KGBT	5 KVLY-F
6	6	6 KELT-F	6 KELT-F	6	6	6	6 KVLY-F	6	6	6 KRIO

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KTXF-F	1 KGBT	1 KBFM-F>>	1 KBFM-F<	1 KTXF-F	1 KTXF-F	1 KTXF-F>
KBFM-F>>	2 KBFM-F>	2 KIWW-F>	2 KBFM-F	2 KTXF-F>	2 KTXF-F	2 KTXF-F>>	2 KBFM-F>	2 KBFM-F>	2 KGBT
3 KQXX-F	3 KIWW-F>	3 KBFM-F	3 KGBT	3 KIWW-F	3 KRIX-F>	3 KRIX-F	3 KIWW-F	3 KGBT	3 KBFM-F
KBOR	4 KGBT	4 KGBT	4 KIWW-F	4 KBFM-F	4 KIWW-F	KIWW-F	KELT-F	4 KIWW-F	4 KIWW-F
5 KIWW-F	5 KQXX-F	5 KQXX-F>	5 KQXX-F	5 KQXX-F	KELT-F>>	KELT-F	5 KVLY-F	5 KELT-F	5 KQXX-F
KGBT	6	6	6	6	6 KITM-F>>	6	KGBT	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		168 (1)	168 (1)	20.3	21.6
AOR/CLASSIC		25 (1)	25 (1)	3.0	4.4
AC/OLDIES/SOFT ROCK	7 (1)	46 (1)	53 (2)	6.4	9.5
MOR/VARIETY					
COUNTRY	3 (1)	134 (1)	137 (2)	16.5	17.2
BLACK/URBAN					
BEAUTIFUL/EASY		41 (1)	41 (1)	4.9	4.8
NEWS/TALK	14 (1)		14 (1)	1.7	2.0
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH	205 (6)	186 (5)	391 (11)	47.2	40.4
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	229 (9)	600 (10)	829 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBOR-F	106.3	Mercedes	0.7/5.1/ 7/ 250
KRGE	1290	Weslaco	0.7/3.0/ 7/ 155
KSOX	1240	Raymondvle/Hrl.	0.3/1.6/ 4/ 88
XEMS	1490	Matamoros	0.3/2.0/ 3/ 99

RADIO STATIONS

KBOR, 1600, 1 KW (DA-1), HISPANIC	, $	20.00 (Caballero)		Edgar Trevino
KGBT, 1530, 50 KW/10 KW (DA-N), HISPANIC	, $	45.00 (Katz Hisp)	Tichenor	Tony Solis
KIRT, 1580, 1 KW/300 W, HISPANIC	, $	16.00 (Caballero)		Humberto Pedraza
KURV, 710, 1 KW (DA-1), TALK	ABC T, CNN, $	11.00 (---)		Lance Hawkins
KBFM-F, 104.1, 100 KW @ 998, CHR	ABC F , $	45.00 (Republic)		Rodger Kay
KBOR-F, 106.2, .5 KW @ 633, SEE KBOR-A				
KELT-F, 94.5, 100 KW @ 1158, AC	, $	30.00 (Katz)		Joe Dickey
KITM-F, 105.3, 3 KW @ 285, HISPANIC	, $	15.00 (---)		Raul Hernandez
KIWW-F, 96.1, 100 KW @ 987, HISPANIC	, $	31.00 (Katz Hisp)	Tichenor	Gail Durham
KQXX-F, 98.5, 100 KW @ 1202, HISPANIC	, $	24.00 (Caballero)		Tina Compean
KRIX-F, 99.5, 100 KW @ 1037, AOR	ABC R, $	23.00 (Torbet)	First City	Don Wolfe
KTXF-F, 100.3, 100 KW @ 1125, COUNTRY	ABC E, $	36.00 (Christal)	Tate	Harvey Tate
KJAV-F, 104.9, 3 KW @ 260, HISPANIC	, $	11.00 (---)		Raulino Bernal
KVLY-F, 107.9, 100 KW @ 490, OLDIES	, $	23.00 (Torbet)	Tippie	Larry Wilson

Miscellaneous Comments: KRGE, KRIX-F sold by First City for $1,100,000 (MVP)...

MELBOURNE-TITUSVILLE-COCOA

Arbitron Rank/Pop (12+): 102/334,500
MSA Rank/Pop: 120/399,200
Orlando ADI
Average Person Ratings: 15.5
Market TSL: 20.50 hours

Stations: 19/7
Diaries: 663/520:1/53.7%
Sample Target: 730
% Below Line: 62.3
% Not Listed: 14.6

1989 Revenue: NA
HH Inc.: NA
Retail $: 2.5 Bil
Pop per Station: 47,785
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSSP-F	(EZ)	64/12.0	----	20.1	----	15.2	----	79/1064	770/22.4		31.1					WSSP-F
2. WWKA-F	(C)	58/10.9	----	10.7	----	12.6	----	111/1276	629/18.3		21.1					WWKA-F
3. WHTQ-F	(AOR)	55/10.3	----	9.4	----	6.6	----	90/1125	629/18.3		17.5					WHTQ-F
4. WSTF-F	(AC)	45/ 8.4	----	6.4	----	5.8	----	63/987	657/19.1		16.2					WSTF-F
5. WOMX-AF	(CHR)	43/ 8.1	----	7.2	----	12.8	----	61/1129	803/23.3		26.3					WOMX-AF
6. WMMB	(BB)	39/ 7.3	----	5.2	----	2.6	----	39/377	359/10.4		9.0					WMMB
7. WOCL-F	(O)	20/ 3.8	----	4.4	----	4.6	----	57/778	272/ 7.9		9.4					WOCL-F
WGGD-F	(O)	20/ 3.8	----	2.6	----	2.6	----	20/342	342/ 9.9		8.1					WGGD-F
9. WDIZ-F	(AOR)	18/ 3.4	----	2.6	----	5.0	----	44/811	403/11.7		9.9					WDIZ-F
WLRQ-F	(SAC)	18/ 3.4	----	4.1	----	4.4	----	18/378	378/11.0		10.2					WLRQ-F
11. WHKR-F	(C)	17/ 3.2	----	----	----	----	----	17/241	237/ 6.9		0.0					WHKR-F
12. WAOA-F	(AC)	12/ 2.3	----	1.5	----	2.6	----	12/300	292/ 8.5		5.3					WAOA-F
13.																

12+ FM SHARE (METRO): 87.47% (398 of 455) (SPG 89: 87.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMX-AF>>	1 WHTQ-F>	1 WHTQ-F	1 WSTF-F	1 WSTF-F	1 WSSP-F>	1 WSSP-F	1 WSSP-F	1 WSSP-F	1 WHTQ-F	1 WWKA-F
2 WHTQ-F	2 WOMX-AF	2 WSTF-F>	2 WHTQ-F	2 WHTQ-F	2 WWKA-F	2 WSTF-F<	2 WHTQ-F	2 WWKA-F	2 WWKA-F<	2 WSSP-F
3 WJHM-F>	3 WSTF-F>	3 WWKA-F	3 WWKA-F>	3 WWKA-F	3 WMMB	3 WWKA-F<	3 WSTF-F<	WHTQ-F>	3 WSSP-F	3 WOMX-F
4 WDIZ-F	4 WWKA-F	4 WOMX-AF	4 WOMX-AF	4 WSSP-F	4	4 WMMB	4 WWKA-F	4 WSTF-F	4 WOMX-AF>	4 WHTQ-F
5	5 WDIZ-F	5 WSSP-F	WOCL-F	5 WOMX-AF	5	5 WOMX-AF	5 WMMB	5 WOMX-AF	5 WSTF-F	WMMB
6	6	6	6	6	6	6	6	6	6 WDIZ-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMX-AF>	1 WOMX-AF	1 WSTF-F	1 WSTF-F	1 WSTF-F	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>>	1 WHTQ-F>
2 WSTF-F	2 WSTF-F>	2 WOMX-AF	2 WOMX-AF>	2 WWKA-F	2 WWKA-F>	2 WOMX-AF	2 WSTF-F	2 WSTF-F	2 WSTF-F>
3 WHTQ-F>>	3 WHTQ-F>	WLRQ-F	3 WWKA-F	3 WSSP-F	3 WOMX-AF>	3 WWKA-F	WDIZ-F	3 WWKA-F>	3 WWKA-F
4 WJHM-F	4 WLRQ-F	4 WWKA-F>	4 WHTQ-F	4 WOMX-AF	4 WSTF-F	WSTF-F	4 WOMX-AF>	4 WOCL-F	4 WOCL-F
WGGD-F>>	5 WWKA-F	5 WOCL-F	5 WSSP-F	5 WLRQ-F	WAOA-F>	5 WDIZ-F	5 WWKA-F>	WDIZ-F	5 WDIZ-F
6	6	WHTQ-F	WLRQ-F	6	6	6	6	6	6
7	7	WGGD-F>	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	1 (1)	42 (1)	43 (2)	9.5	11.9
AOR/CLASSIC		73 (2)	73 (2)	16.0	14.9
AC/OLDIES/SOFT ROCK		125 (6)	125 (6)	27.5	20.6
MOR/VARIETY	11 (1)		11 (1)	2.4	4.8
COUNTRY		83 (4)	83 (4)	18.2	13.6
BLACK/URBAN		11 (1)	11 (1)	2.4	3.2
BEAUTIFUL/EASY		64 (1)	64 (1)	14.1	23.6
NEWS/TALK	6 (1)		6 (1)	1.3	0.9
NOSTALGIA	39 (1)		39 (1)	8.6	6.1
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	57 (4)	398 (15)	455 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMEL	920	Melbourne	2.1/5.5/ 11/ 193
WTAI	1560	Melbourne	1.1/1.6/ 6/ 60
WGNE-F	98.1	Titusville	0.9/3.6/ 41/ 563
WJHM-F	101.9	Daytona Beach	2.1/3.7/ 40/ 544
WJYO-F	107.7	Mount Dora	1.9/6.3/ 37/ 564
WWLV-F	94.5	Daytona Beach	0.6/2.0/ 65/ 724

RADIO STATIONS

WMEL, 920, 5 KW/1 KW (DA-N)	, MOR	SUN ,	$ 15.00	(K & P)	Elyria-Lorain	Jon Roberts
WMMB, 1240, 1 KW	, NOST./MOR	MBC, ABC I,	$ 22.00	(Torbet)		David Franco
WAOA-F, 107.1, 100 KW @ 500,	AC	,	$ 19.00	(McGuild)		Gary Hess
WGGD-F, 102.3, 3 KW @ 240,	OLDIES	,	$ 21.00	(Torbet)		David Franco
WHKR-F, 102.7, 6 KW @ 300,	COUNTRY	,	$ 20.00	(K & P)		Bob Rowland
WLRQ-F, 99.3, 1 KW @ 488,	SOFT AC	,	$ 23.00	(Eastman)		Jim Richards
WGNE-F, 98.1, 50 KW @ 500,	COUNTRY	,	$ 21.00	(Banner)	Sage	Mike Gantons

OTHER RANKED STATIONS -- See Orlando

Miscellaneous Comments: WVTI-F changes calls to WAOR-F (Oct. 89)...WMMY-F changes to WGGD and format from CHR to OLDIES (Feb)...

MEMPHIS

Arbitron Rank/Pop (12+): 42/890,800
MSA Rank/Pop: 50/988,000
ADI # 39
Average Person Ratings: 16.7
Market TSL: 22.50 hours

Stations: 20/20
Diaries: 1314/678:1/51.4%
Sample Target: 1170
% Below Line: 0.0
% Not Listed: 9.7

1989 Revenue: $27,200,000
HH Inc.: $23,401
Retail $: 7.2 Bil
Pop per Station: 44,540
#1 Biller: WGKX-F $5,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WHRK-F	(B)	185/12.4	13.3	16.2	14.3	13.1	14.1	237/2579	1998/22.4	26.2	25.4	15.2	210	2618	WHRK-F
2. WGKX-F	(C)	163/10.9	12.0	10.9	9.9	10.5	10.9	225/2763	1969/22.1	21.2	21.7	12.6	174	1794	WGKX-F
3. WDIA	(B)	137/ 9.2	9.6	11.2	9.5	9.4	9.9	158/2036	1707/19.2	20.2	19.0	7.5	103	1461	WDIA
4. WRVR-F	(AC)	130/ 8.7	9.3	7.4	6.4	9.1	7.9	156/2275	1759/19.7	19.4	18.8	7.9	109	1527	WRVR-F
5. WMC -F	(CHR)	121/ 8.1	7.5	8.2	6.8	6.1	7.7	144/2670	2023/22.7	20.3	19.6	8.1	111	2037	WMC -F
WEGR-F	(AOR)	121/ 8.1	8.4	8.6	8.8	7.6	8.5	169/1876	1250/14.0	15.7	13.0	13.6	188	1615	WEGR-F
7. KHUL-F	(B)	101/ 6.8	3.8	4.1	6.0	6.1	5.2	108/1737	1567/17.6	15.1	18.2	5.0	69	1491	KHUL-F
8. WEZI-F	(EZ)	69/ 4.6	4.0	3.1	6.5	4.5	4.6	70/933	887/10.0	9.3	9.6	3.0	42	710	WEZI-F
9. WLOK	(G)	67/ 4.5	5.6	4.4	4.6	5.6	4.8	68/875	867/ 9.7	10.7	10.4	6.0	83	1007	WLOK
10. KMPZ-F	(CHR)	59/ 4.0	3.4	5.2	4.4	4.1	4.3	98/1758	1117/12.5	13.5	13.5				KMPZ-F
11. WMC	(N/T)	44/ 2.9	3.3	4.8	3.9	3.3	3.7	50/869	712/ 8.0	8.3	8.6	2.1	29	451	WMC
12. WREC	(BB)	36/ 2.4	2.5	2.1	1.7	3.4	2.2	46/752	546/ 6.1	8.3	8.0	1.4	19	494	WREC

12+ FM SHARE (METRO): 72.26% (974 of 1348) (SPG 89: 68.88%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHRK-F>>	1 WHRK-F	1 WHRK-F	1 WRVR-F	1 WRVR-F	1 WGKX-F	1 WGKX-F	1 WRVR-F<	1 WHRK-F	1 WHRK-F>	1 WHRK-F>>
2 KMPZ-F	2 WEGR-F	2 WGKX-F	2 WGKX-F<	2 WGKX-F<	2 WDIA	2 WHRK-F<	2 WGKX-F	2 WGKX-F<	2 KHUL-F>	2 WGKX-F
3 WMC -F	3 WMC -F	WEGR-F<	3 WDIA	3 WDIA	3 WRVR-F	3 WMC -F	3 WDIA	3 WEGR-F	3 WDIA	3 WDIA
4 KHUL-F	4 WRVR-F	4 WRVR-F	4 WEGR-F	4 WEGR-F	WEZI-F	4 WDIA	4 WMC -F<	4 WRVR-F	4 WGKX-F	4 KHUL-F>>
5	5 WGKX-F	5 WMC -F	5 WMC -F<	5 WHRK-F<	5 WLOK	5 WEGR-F	5 WHRK-F	5 WMC -F	5 WMC -F	5 WLOK
6	KHUL-F	6 WDIA	6 WHRK-F	6 WMC -F	6	6 WRVR-F	WEGR-F	6	6 WEGR-F	6 WMC
7	7 WDIA	7 KHUL-F	7	7	7	7	7	7	7 WLOK	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHRK-F>	1 WHRK-F	1 WMC -F<	1 WMC -F<	1 WGKX-F<	1 WHRK-F>	1 WEGR-F	1 WEGR-F>>	1 WEGR-F	1 WEGR-F
2 WMC -F>	2 WMC -F>	2 WDIA	2 WHRK-F<	2 WDIA	2 WEGR-F>	2 WHRK-F>	2 WRVR-F	2 WHRK-F	2 WRVR-F
3 WEGR-F	3 WGKX-F	3 WRVR-F	3 WGKX-F	3 WRVR-F	3 WGKX-F>	3 WRVR-F	WHRK-F	3 WRVR-F	3 WGKX-F
4 KHUL-F	WDIA	4 WHRK-F	4 WDIA	4 WMC -F	4 WMC -F	4 KHUL-F	4 KHUL-F>	4 WGKX-F	4 WDIA
5 WGKX-F	5 WRVR-F	WGKX-F>	5 WRVR-F>	5 WHRK-F	KHUL-F>	5 WGKX-F	5 WDIA	5 KHUL-F	5 WHRK-F
6 KMPZ-F	6 KHUL-F	6 KHUL-F	6 KHUL-F	6	6 KMPZ-F	6 WMC -F	6 WMC -F	6 WDIA	6 KHUL-F
7 WDIA	7 WEGR-F	7 WEGR-F>	7 WEGR-F	7	7 WRVR-F	7	7 WGKX-F>>	7 WMC -F	7 WMC -F
8	8	8	8	8	KFTH-F	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		180 (2)	180 (2)	13.4	11.3
AOR/CLASSIC		121 (1)	121 (1)	9.0	8.4
AC/OLDIES/SOFT ROCK	20 (2)	130 (1)	150 (3)	11.1	13.0
MOR/VARIETY					
COUNTRY		168 (2)	168 (2)	12.5	12.1
BLACK/URBAN	157 (2)	286 (2)	443 (4)	32.9	32.9
BEAUTIFUL/EASY		69 (1)	69 (1)	5.1	5.0
NEWS/TALK	44 (1)		44 (1)	3.3	3.6
NOSTALGIA	36 (1)		36 (1)	2.7	3.7
RELIGION/GOSPEL	117 (4)	20 (1)	137 (5)	10.2	9.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	374 (10)	974 (10)	1348 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFTH-F	107.1	Marion/Memphis	1.3/3.5/ 20/ 321
KHLS-F	96.3	Blytheville	0.3/0.9/ 7/ 142
KWAM	990	Memphis	1.7/3.8/ 27/ 358
WCRV	640	Collierville	1.2/4.3/ 28/ 533
WGSF	1210	Arlington/Mem.	0.4/1.5/ 6/ 147
WHBQ	560	Memphis	0.5/2.4/ 10/ 301
WODZ	680	Memphis	0.9/4.3/ 24/ 573
WXSS	1030	Memphis	1.3/3.6/ 20/ 320

RADIO STATIONS

KWAM, 990, 10 KW/450 W (DA-2), GOSPEL	,	$ 20.00	(Durpetti)	Rivers	Charles Scruggs
WDIA, 1070, 50 KW/5 KW (DA-2) , BLACK	APR, SBN,	$ 39.00	(McGuild)	Ragan Henry	Rick Kaffey
WHBQ, 560, 5 KW/1 KW (DA-2) , OLDIES	ABC D, APR,	$ 20.00	(Republic)		Roger Morgan
WLOK, 1340, 1 KW (DA-1) , GOSPEL	NBN, SBN,	$ 24.00	(K & P)		Freddie Henderson
WMC , 790, 5 KW (DA-N) , TALK	ABC I, NBC,	$ 35.00	(Banner)	Scripps-Howard	Don Meyers
WREC, 600, 5 KW (DA-N) , NOSTALGIA	CBS,	$ 30.00	(McGuild)	New Market	Sherri Sawyer
WXSS, 1030, 50 KW/ 1 KW(DA-2) , BLACK/GOSPEL	SMN, NBN,	$ 20.00	(---)	Willis	T. Smith
KHUL-F, 101.1, 100 KW @ 450, BLACK	ABC F,	$ 37.00	(Durpetti)	Rivers	Charles Scruggs
KMPZ-F, 98.1, 100 KW @ 682, CHR	ABC R, ABC C,	$ 33.00	(Christal)	Diamond	(OSCEOLA, AR)
WEGR-F, 102.7, 100 KW @ 900, AOR	UNIPWR,	$ 57.00	(McGuild)	New Market	Sherri Sawyer
WEZI-F, 94.3, 3 KW @ 300, EZ	UNISUP, UNIPWR,	$ 35.00	(Eastman)	Ardman	Ed Winton
WGKX-F, 105.9, 100 KW @ 984, COUNTRY	,	$ 105.00	(Katz)	Barnstable	John Bibbs
WHRK-F, 97.1, 100 KW @ 531, BLACK	NBC,	$ 75.00	(McGuild)	Ragan Henry	Rick Kaffey
WMC-F , 99.7, 300 KW @ 908, CHR	SOURCE,	$ 96.00	(Banner)	Scripps-Howard	Don Meyers
WRVR-F, 104.5, 100 KW @ 750, AC	,	$ 100.00	(MMR)	Keymarket	Debra Nichols

MIAMI-FT. LAUDERDALE

Arbitron Rank/Pop (12+): 11/2,696,300

MSA Rank/Pop: 26/1,827,900 (Miami)
ADI # 16 42/1,197,800 (Ft.Ldrdle)
Average Person Ratings: 19.7
Market TSL: 26.25 hours

Stations: 37/33
Diaries: 2513/1073:1/46.1%
Sample Target: 2510
% Below Line: 2.9
% Not Listed: 7.6

1989 Revenue: $112,400,000
HH Inc.: $27,695
Retail $: 41.6 Bil
Pop per Station: 81,706
#1 Biller: WMXJ-F $10,300,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WHQT-F	(U/B)	377/ 7.1	8.2	8.0	8.3	9.0	7.9	425/4466	3940/14.6	15.9	16.2		11.4	497	4632	WHQT-F
2. WLYF-F	(EZ)	368/ 6.9	8.2	7.7	7.4	8.7	7.6	379/4213	3903/14.5	15.5	16.2		5.2	227	2582	WLYF-F
3. WAQI	(SP)	347/ 6.5	4.9	3.5	3.5	3.8	4.6	349/2333	2309/ 8.6	6.4	5.8		4.1	180	2023	WAQI
4. WPOW-F	(CHR)	283/ 5.3	4.7	5.1	4.4	5.0	4.9	300/4052	3667/13.6	12.4	13.5		7.3	320	3963	WPOW-F
5. WEDR-F	(B)	266/ 5.0	2.6	2.7	2.7	1.4	3.3	289/2477	2255/ 8.4	6.2	4.7		4.2	183	2272	WEDR-F
6. WQBA	(SP)	224/ 4.2	3.7	4.0	5.0	4.4	4.2	224/1696	1696/ 6.3	6.9	7.9		2.3	102	1532	WQBA
7. WHYI-F	(CHR)	213/ 4.0	4.2	3.6	3.8	4.7	3.9	236/4349	3761/13.9	13.6	14.6		4.9	214	3781	WHYI-F
8. WJQY-F	(SAC)	210/ 3.9	4.5	4.4	3.4	3.4	4.1	234/3099	2752/10.2	10.7	9.4		3.9	169	2004	WJQY-F
9. WKIS-F	(C)	196/ 3.7	4.6	4.1	3.3	3.2	3.9	210/2832	2459/ 9.1	9.3	9.3		3.3	146	2115	WKIS-F
10. WXDJ-F	(SP)	189/ 3.6	2.0	2.5	1.7	1.7	2.5	189/1849	1837/ 6.8	4.8	5.4		1.4	63	972	WXDJ-F
11. WMXJ-F	(O)	183/ 3.4	4.5	4.8	4.1	5.1	4.2	208/3146	2786/10.3	12.0	12.6		4.1	179	2102	WMXJ-F
12. WINZ	(N/T)	176/ 3.3	3.4	2.9	3.0	3.2	3.2	188/2956	2718/10.1	9.3	9.6		2.5	111	1406	WINZ
13. WCMQ-F	(SP)	174/ 3.3	4.1	3.7	4.0	3.9	3.8	176/2244	2228/ 8.3	8.5	9.0		2.4	106	1616	WCMQ-F
14. WIOD	(N/T)	173/ 3.3	3.8	5.2	5.1	4.7	4.3	206/3166	2670/ 9.9	15.4	10.9		3.7	160	1777	WIOD
15. WAXY-F	(AC)	159/ 3.0	3.1	3.4	2.8	3.2	3.1	167/3233	2933/10.9	11.3	11.1		4.3	186	2735	WAXY-F
16. WSHE-F	(AOR)	155/ 2.9	2.2	2.5	2.9	2.4	2.6	193/2697	2151/ 8.0	8.4	8.9		5.0	218	2423	WSHE-F
17. WNWS	(T)	136/ 2.6	2.2	2.9	3.6	2.5	2.8	154/2012	1796/ 6.7	7.8	7.0		1.4	63	1145	WNWS
18. WLVE-F	(AC)	135/ 2.5	2.9	2.5	3.0	2.4	2.7	150/2720	2485/ 9.2	8.5	7.9		4.3	186	2640	WLVE-F
19. WTMI-F	(CL)	121/ 2.3	2.3	3.1	2.3	2.0	2.5	132/2375	2135/ 7.9	8.5	7.2		2.5	107	1851	WTMI-F
20. WZTA-F	(CL AOR)	119/ 2.2	2.3	1.7	2.5	1.7	2.2	142/1979	1601/ 5.9	5.9	5.7		3.3	145	1964	WZTA-F
21. WFLC-F	(AOR)	106/ 2.0	2.0	2.1	2.9	3.5	2.3	120/2704	2391/ 8.9	7.7	10.6					WFLC-F
22. WQBA-F	(SP)	94/ 1.8	2.8	2.6	2.6	2.7	2.4	103/1539	1453/ 5.4	6.5	6.7		2.7	119	1520	WQBA-F
23. WEAT-AF	(EZ)	78/ 1.5	1.6	1.9	1.5	1.4	1.6	289/3054	1033/ 3.8	5.2	4.8		0.9	41	744	WEAT-AF
24. WMBM	(REL/G)	63/ 1.2	1.1	1.1	0.8	1.4	1.1	63/710	710/ 2.6	2.3	2.7		0.9	38	416	WM[illegible]M
25. WRMF-F	(AC)	52/ 1.0	0.7	0.5	0.5	0.8	0.7	181/2010	657/ 2.4	2.1	2.7		0.6	26	472	WR[illegible]F-F

12+ FM SHARE (METRO): 71.28% (3507 of 4920) (SPG 89: 70.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPOW-F	1 WHQT-F>	1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WLYF-F<	1 WAQI >	1 WLYF-F	1 WHQT-F	1 WHQT-F>	1 WINZ
2 WHQT-F>>	2 WEDR-F	2 WEDR-F	2 WEDR-F<	2 WMXJ-F<	2 WAQI >	2 WHQT-F	2 WAQI	2 WLYF-F	2 WEDR-F	2 WHQT-F<
3 WHYI-F<	3 WPOW-F>	3 WPOW-F	3 WMXJ-F	3 WEDR-F<	3 WQBA >	3 WQBA	3 WHQT-F	3 WPOW-F	3 WPOW-F	3 WNWS
4 WEDR-F>	4 WHYI-F	4 WHYI-F	4 WJQY-F	4 WJQY-F<	4 WINZ	4 WINZ <	4 WMXJ-F<	4 WAQI	4 WAQI <	4 WEDR-F
5 WSHE-F	5 WSHE-F	5 WMXJ-F	5 WHYI-F<	5 WAQI <	5 WXDJ-F<	5 WLYF-F	5 WJQY-F<	5 WEDR-F	5 WLYF-F	5 WIOD >>
6	6 WFLC-F	6 WJQY-F	6 WKIS-F<	6 WKIS-F	6 WKIS-F	6 WEDR-F	6 WPOW-F	6 WHYI-F	6 WQBA	6 WLYF-F
7	7 WJQY-F	7 WSHE-F	7 WLVE-F<	7 WLVE-F	WIOD	7 WXDJ-F	7 WEDR-F	7 WQBA <	WINZ	7 WAQI
8	8 WZTA-F	WAXY-F	8 WAXY-F	WHYI-F	WCMQ-F	WPOW-F	8 WIOD	8 WKIS-F<	8 WHYI-F	8
9	9	9 WKIS-F	9	9	9	9 WIOD <	9	9 WAXY-F	9	9
10	10	10	10	10	10	10 WHYI-F	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WHQT-F>	1 WPOW-F<	1 WEDR-F<	1 WHQT-F	1 WHQT-F<	1 WHQT-F
2 WPOW-F>	2 WPOW-F	2 WEDR-F	2 WEDR-F	2 WJQY-F	2 WEDR-F	2 WHQT-F	2 WEDR-F>	2 WEDR-F	2 WMXJ-F
3 WEDR-F<	WEDR-F	3 WHYI-F	3 WHYI-F	3 WXDJ-F	3 WSHE-F	3 WPOW-F>	3 WPOW-F	3 WPOW-F	3 WKIS-F<
4 WSHE-F	4 WHYI-F>	4 WJQY-F	4 WPOW-F	WEDR-F<	4 WHQT-F	4 WZTA-F	4 WZTA-F<	4 WZTA-F	4 WEDR-F<
5 WHYI-F>	5 WSHE-F<	5 WPOW-F	5 WJQY-F	5 WAQI <	5 WFLC-F	WSHE-F	5 WKIS-F	5 WMXJ-F	5 WIOD
6 WAXY-F>	6 WJQY-F	WLVE-F>	6 WXDJ-F	6 WHYI-F<	6 WZTA-F>	6 WFLC-F	6 WMXJ-F<	6 WSHE-F	6 WAQI <
7 WJQY-F	7 WAXY-F	7 WFLC-F	7 WAXY-F	7 WMXJ-F<	7	7 WHYI-F	7 WHYI-F	WIOD	7 WZTA-F
8 WFLC-F	8 WLVE-F	8	8 WLVE-F	8 [illegible]MQ-F	8	8 WKIS-F	8 WLVE-F	8 WKIS-F	8 WAXY-F
9	WFLC-F	9	9 WMXJ-F	9	9	9	9 WJQY-F	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		496 (2)	496 (2)	10.1	10.3
AOR/CLASSIC		380 (3)	380 (3)	7.7	8.1
AC/OLDIES/SOFT ROCK		739 (5)	739 (5)	15.0	16.0
MOR/VARIETY					
COUNTRY	31 (1)	196 (1)	227 (2)	4.6	4.2
BLACK/URBAN	64 (2)	643 (2)	707 (4)	14.4	11.2
BEAUTIFUL/EASY	9 (1)	437 (2)	446 (3)	9.1	10.7
NEWS/TALK	506 (4)		506 (4)	10.3	11.5
NOSTALGIA					1.5
RELIGION/GOSPEL	120 (3)		120 (3)	2.4	1.9
SPANISH	683 (6)	457 (3)	1140 (9)	23.2	20.1
CLASSICAL		121 (1)	121 (1)	2.5	2.1
JAZZ/NEW AGE		38 (1)	38 (1)	0.8	1.8
UNKNOWN/OTHERS					0.6
	1413 (17)	3507 (20)	4920 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAVS	1170	Davie/Miami	0.8/1.6/ 42/ 434
WCMQ	1210	Miami	0.8/2.1/ 40/ 559
WEXY	1520	Wilton Mnrs/FtL	0.3/1.0/ 17/ 293
WFTL	1400	Ft.Lauderdale	0.4/1.5/ 21/ 408
WKAT	1360	North Miami	0.6/1.3/ 33/ 353
WQAM	560	Miami/Ft. Ldrdl	0.6/3.1/ 36/ 972
WRFM	830	Hialeah	0.8/0.6/ 40/ 175
WRHC	1550	Coral Gables/Mi	0.3/1.3/ 17/ 361
WRTO-F	98.3	Goulds/Miami	0.7/2.0/ 38/ 534
WWFE	670	Miami	0.4/1.4/ 24/ 399
WEAT	850	West Palm Beach	0.2/0.0/ 0/ 0
WYFX	1040	Boynton Bch/Mmi	0.4/1.5/ 39/ 626

RADIO STATIONS

AM STATIONS

WAQI,	710,	50 KW/25 KW (DA-2)	Hispanic		$ 68.00	(Katz Hisp.)		A. Perez-Roura
WCMQ,	1210,	25 KW/2.5 KW (DA-2)	Hispanic MOR		$ 50.00	(SBS)	SBS	
WFTL,	1400,	1 KW	Talk	CNN UNISUP,	$ 38.00	(Roslin)		Barry Hausman
WINZ,	940,	50 KW/25 KW (DA-N)	News/Talk	CBS,	$ 7[illegible]0	(Katz)	Guy Gannett	Tom Williams
WIOD,	610,	10 KW (DA-2)	Talk	MBS,	$130.00	(Christal)	Cox	Michael Disney
WMBM,	1490,	1 KW	Gospel	NBN,	$ 28.00	(K & P)		Ed Margolis
WNWS,	790,	25 KW	Talk/News	ABC I,	$ 70.00	(Banner)	Jeff-Pilot	Dennis Collins
WOCN,	1450,	1 KW (DA-2)	Hispanic		$ 35.00	(Lotus)		Carlos Lopez
WQAM,	560,	5 KW/1 KW	Country	NBC UNISUP,	$ 33.00	(HNWH)	Sunshine Wireless	Jeff Greenhawt
WQBA,	1140,	50 KW/10 KW (DA-2)	Hispanic Full Service		$130.00	(Katz Hisp.)	Tichenor	Warren Tichenor
WRHC,	1150,	10 KW/500 W (DA-2)	Hispanic		$ 43.00	(—)	Omar Valliant	
WSUA,	1290,	5 KW (DA-2)	Hispanic		$ 38.00	(Caballero)		Armando Martinez
WVCG,	1080,	50 KW/10 KW (DA-2)	Religion/Ethnic		$ 30.00	(—)	Evergreen	Matt Rowe

FM STATIONS

WAXY,	105.9,	100 KW @ 1020	AC/Oldies		$109.00	(Republic)	Ackerly	Steve Lapa
WCMQ,	92.3,	31 KW @ 620	Hispanic/Soft AC		$ 75.00	(SBS)	SBS	Victor Aleman
WEDR,	99.1,	70 KW @ 165	Black	RADRAD,	$ 68.00	(—)	Rivers	Jerry Rushin
WFLC,	97.3,	98 KW @ 800	AC		$ 75.00	(Christal)	Cox	Michael Disney
WHQT,	105.1,	100 KW @ 1006	Urban/CHR		$135.00	(MMR)	EZ	Chuck Goldmark
WHYI,	100.7,	100 KW @ 1006	CHR		$125.00	(Mc-Guild)	Metroplex	David Ross
WJQY,	106.7,	100 KW @ 984	Soft AC	UNISUP,	$140.00	(Katz)	Tak	David Harris
WKIS,	99.9,	100 KW @ 984	Country	UNIPWR,	$ 96.00	(HNWH)	Sunshine Wireless	Jeff Greenhawt
WLVE,	93.9,	96 KW @ 1006	AC/Jaz/NAC		$138.00	(Torbet)	Gilmore	Dean Goodman
WLYF,	101.5,	100 KW @ 810	EZ		$104.00	(Banner)	Jeff-Pilot	Dennis Collins
WPOW,	96.5,	100 KW @ 1006	CHR	SOURCE,	$178.00	(HNWH)	Beasley	Greg Reed
WQBA,	107.5,	96 KW @ 1006	Hispanic AC		$ 85.00	(Katz Hisp.)	Tichenor	Warren Tichenor
WSHE,	103.5,	100 KW @ 1006	AOR		$ 92.00	(Eastman)	TK	Gary Lewis
WTMI,	93.1,	96 KW @ 1006	Classical		$ 83.00	(CMBS)	Marlin	Allen Stieglitz
WXDJ,	95.7,	100 KW @ 980	??		$ 57.00	(CBS)		Tony Novia
WZTA,	94.9,	96 KW @ 1006	Classic AOR		$ 70.00	(Katz)	Guy Gannett	Tim Williams

CALL LETTER CHANGES

WAQI changes to WRTO (Apr)
WGTR changes to WFLC (May)

FORMAT CHANGES

WFLC changes from AOR to AC

STATION SALES

MILWAUKEE

Arbitron Rank/Pop (12+): 26/1,301,100

MSA Rank/Pop: 32/1,404,000
ADI # 28
Average Person Ratings: 18.3
Market TSL: 24.00 hours

Stations: 26/22
Diaries: 1610/808:1/60.0%
Sample Target: 1420
% Below Line: 2.2
% Not Listed: 8.6

1989 Revenue: $43,100,000
HH Inc.: $31,752
Retail $: 10.9 Bil
Pop per Station: 59,140
#1 Biller: WTMJ $8,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTMJ	(MOR)	277/11.6	9.5	10.5	12.1	12.3	10.9	309/4336	3667/28.2	26.4	27.8		9.5	226	3371	WTMJ
2. WKTI-F	(CHR)	213/ 8.9	9.5	9.3	9.8	10.1	9.4	245/4332	3729/28.7	28.1	27.7		8.3	199	4308	WKTI-F
3. WOKY	(BB)	182/ 7.6	9.3	6.6	5.4	6.7	7.2	195/2088	1930/14.8	13.8	13.8		7.5	180	2066	WOKY
4. WMIL-F	(C)	171/ 7.2	6.9	5.4	5.2	6.5	6.2	202/2443	1900/14.6	14.0	14.9		7.0	167	1856	WMIL-F
5. WLUM-F	(U/CHR)	169/ 7.1	6.3	8.1	7.9	6.1	7.4	181/2899	2692/20.7	18.0	17.6		11.0	263	3054	WLUM-F
6. WKLH-F	(CL AOR)	168/ 7.0	7.9	5.8	8.2	6.1	7.2	178/2437	2192/16.8	14.3	17.7		7.6	181	2149	WKLH-F
7. WLZR-F	(AOR)	123/ 5.2	5.1	5.5	6.2	5.6	5.5	171/2465	1952/14.8	15.0	18.0		0.0	0	31	WLZR-F
8. WLTQ-F	(SAC)	107/ 4.5	4.0	3.8	4.8	4.1	4.3	109/1692	1530/11.8	8.6	11.5		4.4	104	1143	WLTQ-F
9. WMYX-F	(AC)	101/ 4.2	3.5	4.9	3.6	3.4	4.1	119/1804	1532/11.8	11.6	10.3		2.6	61	845	WMYX-F
10. WQFM-F	(AOR)	99/ 4.2	3.2	3.8	3.6	4.0	3.7	137/2475	1897/14.6	10.9	13.8		4.2	100	2100	WQFM-F
11. WZTR-F	(O)	90/ 3.8	3.9	4.3	4.1	4.4	4.0	111/1940	1627/12.5	11.3	12.8		2.7	64	1149	WZTR-F
12. WEZW-F	(EZ)	83/ 3.5	4.2	6.3	6.2	5.9	5.1	106/1608	1391/10.7	14.1	13.4		3.2	77	918	WEZW-F
13. WISN	(T)	73/ 3.1	3.1	3.7	3.6	3.7	3.4	80/1332	1187/ 9.1	10.3	10.8		2.4	57	957	WISN
14. WFMR-F	(CL)	54/ 2.3	2.2	2.2	2.2	1.9	2.2	54/815	801/ 6.2	5.2	5.0		2.3	55	709	WFMR-F
15. WMVP	(B)	51/ 2.1	1.8	1.7	0.9	0.9	1.6	51/672	672/ 5.2	3.1	3.3		3.3	79	705	WMVP
16. WBZN-F	(J/NA)	43/ 1.8	2.1	2.5	1.5	2.3	2.0	51/873	744/ 5.7	6.2	7.1		1.8	42	667	WBZN-F
17. WNOV	(B)	38/ 1.6	1.4	1.2	2.1	1.6	1.6	40/575	571/ 4.4	2.5	3.6		0.9	22	498	WNOV
18. WEMP	(O)	29/ 1.2	1.7	2.1	1.5	1.4	1.6	35/708	618/ 4.7	5.2	7.1		1.6	39	487	WEMP
19.																
20.																

12+ FM SHARE (METRO): 66.39% (1446 of 2178) (SPG 89: 67.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WLUM-F>>	1 WKLH-F<	1 WKTI-F	1 WKTI-F<	1 WKTI-F<	1 WTMJ >	1 WTMJ	1 WKLH-F<	1 WTMJ	1 WTMJ >	1 WRJN >>
2 WKTI-F>>	2 WKTI-F	2 WKLH-F>	2 WKLH-F>	2 WKLH-F	2 WOKY >	2 WKTI-F	2 WTMJ	2 WKTI-F	2 WLUM-F>	2 WTMJ
3 WLZR-F	3 WLZR-F	3 WLUM-F<	3 WTMJ <	3 WTMJ	3 WMIL-F>	3 WOKY <	3 WOKY <	3 WLUM-F	3 WKTI-F	3 WMVP
4	4 WLUM-F	4 WLZR-F	4 WMIL-F	4 WMIL-F	4 WLTQ-F<	4 WMIL-F<	4 WKTI-F	4 WKLH-F<	4 WMYX-F	4 WMIL-F
5	5 WQFM-F	5 WMIL-F	5 WZTR-F	5 WLTQ-F	5 WEZW-F	5 WKLH-F>	5 WMIL-F	5 WMIL-F	5 WQFM-F<	WKTI-F
6	6 WMYX-F	6 WTMJ <	6 WLTQ-F	6 WZTR-F	6 WKTI-F	6 WLUM-F	6 WLTQ-F	6 WOKY	6 WLZR-F	6 WLUM-F
7	7	7 WQFM-F	7 WLUM-F<	7 WMYX-F	7 WISN <	7 WLZR-F	7 WLZR-F<	7 WLTQ-F	7	7
8	8	WMYX-F<	8 WMYX-F	WLUM-F	8 WZTR-F	8	8 WMYX-F	8	8	8
9	9	9 WZTR-F	9	9	9	9	9	9	9	9
10	10	WLTQ-F	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WLUM-F	1 WKTI-F	1 WKTI-F>	1 WKTI-F>	1 WKTI-F	1 WLZR-F>>	1 WKLH-F<	1 WKLH-F>	1 WKLH-F	1 WKLH-F>
2 WKTI-F	2 WLUM-F	2 WMYX-F	2 WLUM-F	2 WLTQ-F	2 WQFM-F	2 WLZR-F>	2 WKTI-F	2 WLZR-F	2 WTMJ
3 WMYX-F>	3 WMYX-F	3 WLUM-F	3 WMYX-F	3 WMIL-F	3 WKLH-F	3 WKTI-F<	3 WLZR-F	3 WKTI-F	3 WKTI-F
4 WKLH-F	4 WKLH-F>	4 WKLH-F	4 WLTQ-F	4 WTMJ	4 WLUM-F<	4 WQFM-F>	4 WQFM-F>	4 WQFM-F	4 WMIL-F
5 WLZR-F	5 WMIL-F	5 WMIL-F>	5 WMIL-F	5 WMYX-F	5 WKTI-F>>	5 WLUM-F	5 WZTR-F	5 WTMJ	5 WZTR-F
6 WQFM-F	6 WLZR-F	6 WLTQ-F<	6 WKLH-F	6 WLUM-F<	6 WMIL-F>	6	WLUM-F	6 WZTR-F	6 WQFM-F
7 WMVP	7 WLTQ-F<	7 WZTR-F	7 WZTR-F	7 WZTR-F	7 WMYX-F	7	7 WTMJ	WLUM-F	7 WLZR-F
8 WLTQ-F	8 WQFM-F	WQFM-F	8 WTMJ	8	WMVP >	8	WISN	8 WMIL-F	8
9	9	9	9	9	9 WTMJ	9	9	9	9
10		10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		391 (3)	391 (3)	18.0	11.3
AOR/CLASSIC		390 (3)	390 (3)	17.9	17.2
AC/OLDIES/SOFT ROCK	29 (1)	298 (3)	327 (4)	15.0	14.6
MOR/VARIETY	297 (2)		297 (2)	13.6	14.3
COUNTRY		171 (1)	171 (1)	7.9	7.1
BLACK/URBAN	89 (2)		89 (2)	4.1	7.7
BEAUTIFUL/EASY		83 (1)	83 (1)	3.8	6.4
NEWS/TALK	129 (5)		129 (5)	5.9	6.1
NOSTALGIA	182 (1)		182 (1)	8.4	7.3
RELIGION/GOSPEL					1.7
SPANISH					
CLASSICAL		54 (1)	54 (1)	2.5	2.1
JAZZ/NEW AGE		43 (1)	43 (1)	2.0	2.5
UNKNOWN/OTHERS	6 (1)	16 (1)	22 (2)	1.0	1.6
	732 (12)	1446 (14)	2178 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBKV	1470	West Bend	0.5/1.1/ 12/ 178
WRJN	1400	Racine	0.8/2.3/ 20/ 300
WBBM	780	Chicago	0.6/2.7/ 27/ 571
WGN	720	Chicago	0.8/3.4/ 46/ 802
WJZQ-F	95.1	Kenosha	0.4/1.8/ 20/ 520
WMAQ	670	Chicago	0.4/1.5/ 15/ 322

RADIO STATIONS

AM STATIONS

WEMP,	1250,	5 KW (DA-2)	, OLDIES	UNISUP, CBS ,	$ 37.00 (Banner)	Heritage	Craig Hodgson
WISN,	1130,	50 KW/10 KW (DA-N),	TALK	ABC I, MBS ,	$ 54.00 (Katz)	Hearst	Steve Downes
WMVP,	1290,	5 KW (DA-2)	, BLACK	SMN, RADRAD ,	$ 24.00 (K & P)	All Pro	Steve Sinicropi
WNOV,	860,	250 W (DAYS, DA)	, BLACK/GOSP.	NBN ,	$ 50.00 (CBS)	Sundance	Brian Ongaro
WTMJ,	620,	5 KW (DA-N)	, MOR/FULL SER.	NBC ,	$ 128.00 (Christal)	Journal Co.	Paul LeSage

FM STATIONS

WBZN,	100.7,	50 KW @ 500,	JAZZ/NAC	UNIPWR ,	$ 40.00 (Eastman)	(RACINE)	John Caras
WEZW,	103.7,	20 KW @ 840,	EZ/SOFT AC	,	$ 60.00 (MMR)	Multimedia	Jack Sabella
WFMR,	98.3,	3 KW @ 328,	CLASSICAL	,	$ 41.00 (CMBS)	(MENOMONEE FALLS)	Bob Caulfield
WKLH,	96.5,	20 KW @ 807,	CLASSIC AOR	,	$ 115.00 (McGuild)	Saga	Tom Joerres
WKTI,	94.5,	16 KW @ 911,	CHR	SOURCE ,	$ 110.00 (Christal)	Journal Co.	Doug Kiel
WLTQ,	97.3,	16 KW @ 911,	SOFT AC	ABC E ,	$ 54.00 (Katz)	Hearst	Steve Downes
WLUM,	102.1,	20 KW @ 817,	CHR/URBAN	RADRAD, UNPWR ,	$ 71.00 (K & P)	All Pro	Steve Sinicropi
WLZR,	102.9,	50 KW @ 428,	AOR	ABC F ,	$ 65.00 (Republic)	Great American	Dave Crowl
WMIL,	106.1,	13 KW @ 976,	COUNTRY	UNIULT ,	$ 78.00 (CBS)	Sundance	Brian Ongaro
WMYX,	99.1,	50 KW @ 448,	AC	CBS ,	$ 58.00 (Banner)	Heritage	Craig Hodgson
WQFM,	93.3,	13 KW @ 990,	AOR	ABC R ,	$ 54.00 (MMR)	Shamrock-Lynett	Kristen Foate
WZTR,	95.7,	34 KW @ 610,	OLDIES	,	$ 50.00 (Durpetti)	Mystar	Ray Cal

MINNEAPOLIS-ST. PAUL

Arbitron Rank/Pop (12+): 18/1,978,600
MSA Rank/Pop: 14/2,414,100
ADI # 13
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 19/18
Diaries: 2039/970:1/63.6%
Sample Target: 1720
% Below Line: 0.3
% Not Listed: 13.1

1989 Revenue: $74,000,000
HH Inc.: $35,952
Retail $: 19.1 Bil
Pop per Station: 109,922
#1 Biller: WCCO $21,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WCCO	(MOR)	570/16.3	16.8	18.4	17.9	16.4	17.3	795/9870	6920/35.0	41.5	38.1	16.5	617	6917	WCCO
2. KQRS-AF	(AOR)	360/10.3	8.2	9.1	9.9	8.6	9.4	421/5544	4710/23.8	24.0	22.2	11.2	421	6101	KQRS-AF
3. KEEY-F	(C)	324/ 9.3	8.4	8.0	6.0	6.1	7.9	379/3702	3229/16.3	15.4	12.8	7.7	287	3228	KEEY-F
4. WLTE-F	(SAC)	281/ 8.1	8.8	6.9	7.3	7.5	7.8	332/4715	3865/19.5	19.9	18.3	5.6	210	2666	WLTE-F
5. KDWB-F	(CHR)	260/ 7.5	8.2	7.4	6.6	6.8	7.4	315/5819	4870/24.6	23.6	20.8	11.4	427	4839	KDWB-F
6. WLOL-F	(CHR)	205/ 5.9	5.2	6.1	5.8	7.0	5.8	235/5067	4439/22.4	22.2	24.5	6.5	243	5279	WLOL-F
7. KLXK-F	(O)	200/ 5.7	2.0	2.8	4.3	3.9	3.7	218/3152	2893/14.6	10.7	15.7	4.2	156	1979	KLXK-F
8. KQQL-F	(O)	191/ 5.5	3.8	3.8	3.8	4.5	4.2	249/3617	2828/14.3	12.1	12.8	4.3	162	1729	KQQL-F
9. KSTP-F	(AC)	188/ 5.4	7.6	8.1	6.5	7.7	6.9	231/3662	3072/15.5	19.1	17.7	5.2	193	2552	KSTP-F
10. KTCZ-F	(AOR)	116/ 3.3	4.4	4.6	4.0	4.2	4.1	125/2169	2048/10.4	11.7	12.5	4.5	168	2328	KTCZ-F
11. KSTP	(N/T)	91/ 2.6	2.8	2.7	3.1	2.8	2.8	99/1797	1622/ 8.2	9.5	8.9	3.1	116	1502	KSTP
12. KLBB	(BB)	75/ 2.2	1.6	1.8	2.1	2.6	1.9	76/1049	1028/ 5.2	4.4	5.3	0.8	31	581	KLBB
13. KJJO-F	(AOR)	57/ 1.6	2.4	3.0	3.6	3.2	2.7	75/1605	1235/ 6.2	8.7	9.7	2.4	90	1353	KJJO-F
14. KDWB	(O)	32/ 0.9	0.6	0.7	0.6	0.8	0.7	34/971	878/ 4.4	3.9	4.5	0.7	25	360	KDWB
15. WMIN	(BB)	31/ 0.9	0.9	0.7	0.6	——	0.8	37/669	574/ 2.9	1.8	0.0	0.8	31	396	WMIN
16. WDGY	(N/T)	23/ 0.7	1.1	1.0	1.1	1.8	1.0	27/831	731/ 3.7	6.0	5.5	0.8	30	546	WDGY
17.															
18.															
19.															
20.															

12+ FM SHARE (METRO): 72.01% (2182 of 3030) (SPG 89: 68.78%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDWB-F>>	1 KQRS-AF>	1 KQRS-AF>	1 KQRS-AF	1 KEEY-F	1 WCCO >>	1 WCCO >>	1 WCCO <	1 WCCO	1 WCCO >	1 WCCO >
2 WLOL-F>>	2 KLXK-F<	2 KEEY-F	2 KEEY-F	2 KQRS-AF	2 KEEY-F	2 KQRS-AF>	2 WLTE-F<	2 KEEY-F	2 KDWB-F<	2 KSTP
3	3 KEEY-F	3 WLTE-F	3 WLTE-F<	WCCO	3 WLTE-F	3 KEEY-F	3 KQRS-AF	3 KQRS-AF	3 KEEY-F	3 KEEY-F
4	4 KDWB-F	4 KLXK-F	4 WCCO	4 WLTE-F	4 KQQL-F	4 KDWB-F	4 KEEY-F>	4 WLTE-F	4 KQRS-AF	4 KQRS-F
5	5 WLTE-F	5 WCCO <	5 KQQL-F	5 KQQL-F	5 KSTP-F	5 KSTP-F	5 KLXK-F<	5 KDWB-F	5 WLOL-F>	5 KDWB-F
6	6 WLOL-F	6 KQQL-F<	6 KSTP-F	6 KSTP-F<	6	6 WLTE-F	6 KQQL-F<	6 KLXK-F<	6 WLTE-F	6 KLXK-F<
7	7 KSTP-F	7 KSTP-F<	KLXK-F	7 KLXK-F	7	7 WLOL-F<	7 KSTP-F	7 KSTP-F<	7 KLXK-F	7 WLOL-F
8	8 KTCZ-F	8 KDWB-F	8	8	8	8 KQQL-F	8	8 KQQL-F<	8	8
9	9	9	9	9	9	9	9	9 WLOL-F	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDWB-F>>	1 WLTE-F	1 WLTE-F>	1 WLTE-F>	1 WLTE-F>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>>	1 KQRS-AF>	1 KQRS-AF
2 KQRS-AF	2 KDWB-F	2 KEEY-F	2 KDWB-F	2 KEEY-F<	2 KEEY-F<	2 KLXK-F	2 KLXK-F	2 KEEY-F	2 WCCO <
WLOL-F	3 KQRS-AF	3 KQQL-F	3 KEEY-F	3 KQQL-F	3 KLXK-F	3 KEEY-F>	3 KEEY-F	3 KLXK-F	3 KEEY-F
4 WLTE-F	4 KEEY-F<	4 KQRS-AF	4 KSTP-F	4 WCCO	4 KJJO-F	4 WCCO <	4 WCCO	4 WCCO >	4 KLXK-F
5 KLXK-F	5 WLOL-F	5 KLXK-F	5 KQQL-F<	5 KSTP-F>	KDWB-F>	5 KDWB-F	5 KTCZ-F>	5 KQQL-F	5 KQQL-F
6 KSTP-F	6 KLXK-F	6 WLOL-F	6 WLOL-F	6 WLOL-F<	6 WLTE-F	6 KTCZ-F	6 KSTP-F<	6 KSTP-F	6 KSTP-F
7 KEEY-F>>	7 KSTP-F	7 KTCZ-F	7 KQRS-AF	7 KQRS-AF	7 WLOL-F	7 WLOL-F	7 WLOL-F	7 WLTE-F	7 WLTE-F
8	8 KQQL-F	KSTP-F	8	8 KLXK-F	8	8 KJJO-F	8	8 KTCZ-F	KTCZ-F
9	9	9 KDWB-F	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		465 (2)	465 (2)	15.3	16.3
AOR/CLASSIC	12 (1)	521 (3)	533 (4)	17.6	19.0
AC/OLDIES/SOFT ROCK	32 (1)	860 (4)	892 (5)	29.4	28.2
MOR/VARIETY	570 (1)		570 (1)	18.8	19.0
COUNTRY		336 (2)	336 (2)	11.1	9.1
BLACK/URBAN					
BEAUTIFUL/EASY					1.4
NEWS/TALK	114 (2)		114 (2)	3.8	3.2
NOSTALGIA	106 (2)		106 (2)	3.5	3.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE	14 (1)		14 (1)	0.5	0.6
UNKNOWN/OTHERS					
	848 (8)	2182 (11)	3030 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KTCJ	690	Minneapolis	0.4/0.7/ 14/ 140
WWJO-F	98.1	St. Cloud	0.3/1.2/ 64/ 831

RADIO STATIONS

AM STATIONS

KDWB, 630, 5 KW/500 W (DA-2),	OLDIES	UNISUP,UNIULT,	$ N/A	(Christal)	Midcontinent	Gary Swartz
KLBB, 1400, 1 KW,	NOSTALGIA	CBS,	$ 30.00	(Roslin)		Jon Giberson
KSTP, 1500, 50 KW (DA-N),	NEWS/JAZZ	ABC I, ABC T,	$ 48.00	(McGuild)	Hubbard	John Mayasich
KTCJ, 690, 500 W (DAYS),	JAZZ	,	$ 24.00	(Durpetti)	Parker	Mike Boen
WAYL, 980, 5 KW (DA-1),	EZ	,	$ 21.00	(Durpetti)	Entercom	Steve Woodbury
WCCO, 830, 50 KW,	MOR/FULL SER.	CBS,UNISUP,	$ 310.00	(CBS)		Steve Goldstein
WDGY, 1130, 50 KW/25 KW (DA-2),	TALK	MBS,	$ 44.00	(Katz)	Malrite	Mike Anselno

FM STATIONS

KDWB, 101.3, 50 KW @ 822,	CHR	,	$ 100.00	(Christal)	Midcontinent	Gary Swartz
KEEY, 102.1, 50 KW @ 822,	COUNTRY	,	$ 130.00	(Katz)	Malrite	Mike Anselmo
KJJO, 104.1,100 KW @ 1070,	AOR	CBS,	$ 65.00	(Republic)	Park	Tom Tucker
KLXK, 93.7, 50 KW @ 822,	OLDIES	UNIULT,	$ 70.00	(Durpetti)	Entercom	Steve Woodbury
KQRS, 92.5, 50 KW @ 822,	AOR	ABC R,	$ 178.00	(Katz)	Cap.Cities/ABC	Mark Steinmetz
KQQL, 107.9, 100 KW @ 1090,	OLDIES	UNIULT,	$ 70.00	(Republic)	Trumper	Kevin McCarthy
KSTP, 94.5, 95 KW @ 1220,	AC	,	$ 158.00	(McGuild)	Hubbard	Chuck Knapp
KTCZ, 97.1, 100 KW @ 236,	AOR/JAZZ	,	$ 70.00	(Durpetti)	Parker	Mike Boen
WLOL, 99.5, 50 KW @ 822,	CHR	,	$ 95.00	(HNWH)	Emmis	Lisa Bittman
WLTE, 102.9, 100 KW @ 1304,	SOFT AC	,	$ 130.00	(CBS)		Rand Gottlieb

Miscellaneous Comments: WWTC sold for $700,000 (E)

FORMAT CODES

AC	Adult Contemporary
AOR	Album Oriented Rock
B	Black (audience predominately black - over 60%)
BB	Big Band, Nostalgia
C	Country
CHR	Contemporary Hit Radio, Top 40, Contemporary
CL	Classical
CL AOR	Classic AOR, Classic Rock
E	Ethnic
EZ	EZ Listening, Beautiful Music, Some Very soft AC
G	Gospel
J/NA	Jazz and New Age
M	Middle of Road, (MOR) Full Service
N	News
O	Oldies (1955 to near 1988)
R	Religion, Christian
SAC	Soft Adult Contemporary
SP	Hispanic/Spanish
T	Talk
U	Urban (majority of audience is non-white)
?	Others or Unknown

MOBILE

Arbitron Rank/Pop (12+): 88/394,700

MSA Rank/Pop: 101/492,500
ADI # 55 (w/Pensacola)
Average Person Ratings: 17.7
Market TSL: 23.50 hours

Stations: 23/18
Diaries: 790/500:1/48.9%
Sample Target: 780
% Below Line: 7.0
% Not Listed: 10.2

1989 Revenue: $11,100,000
HH Inc.: $23,909
Retail $: 3.0 Bil
Pop per Station: 21,927
#1 Biller: WKSJ-F $3,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WBLX-F	(B)	129/18.5	16.6	15.2	11.9	12.9	----	237/1998	1038/26.3	25.9	22.6		24.8	185	1283	WBLX-F
2. WKSJ-AF	(C)	104/14.8	18.2	18.3	18.0	17.7	----	112/1170	1070/27.1	18.2	31.8		13.3	94	1107	WKSJ-AF
3. WABB-F	(CHR)	60/ 8.6	12.1	11.6	14.7	13.9	----	101/1596	835/21.2	28.8	27.3		14.5	108	1316	WABB-F
4. WGCX-F	(AOR)	46/ 6.6	5.4	5.2	3.0	2.4	----	70/969	524/13.3	10.3	12.2		6.7	50	628	WGCX-F
5. WKRG-F	(AC)	37/ 5.3	4.6	3.7	4.4	5.0	----	61/1052	556/14.1	13.6	12.7		4.7	35	614	WKRG-F
6. WKRG	(N/T)	36/ 5.2	4.1	5.8	4.0	4.6	----	37/484	468/11.9	12.3	10.3		3.8	28	307	WKRG
7. WGOK	(B)	35/ 5.0	5.8	8.5	6.9	8.5	----	35/487	487/12.3	13.1	14.9		4.8	36	561	WGOK
8. WAVH-F	(O)	32/ 4.6	3.4	5.4	5.4	3.3	----	77/1247	520/13.2	10.7	13.4		2.7	20	346	WAVH-F
9. WMEZ-F	(EZ)	23/ 3.3	3.7	2.8	1.9	2.5	----	59/816	277/ 7.0	7.9	6.5		1.7	13	160	WMEZ-F
10. WDLT-F	(SAC)	18/ 2.6	3.1	2.7	2.9	3.6	----	18/344	340/ 8.6	9.9	8.2		1.9	14	257	WDLT-F
11. WBLX	(REL/G)	17/ 2.4	1.0	1.6	1.4	0.4	----	20/285	235/ 6.0	4.7	6.2		0.8	6	141	WBLX
12. WLPR	(BB)	15/ 2.1	1.6	0.4	1.4	0.7	----	15/170	170/ 4.3	3.0	2.4		0.8	6	114	WLPR
13. WXBM-F	(C)	13/ 1.9	1.0	0.6	----	1.8	----	62/784	154/ 3.9	3.9	2.9		2.1	16	138	WXBM-F
WZEW-F	(AOR)	13/ 1.9	1.6	1.3	2.1	3.6	----	14/259	225/ 5.7	5.1	6.8		3.4	25	339	WZEW-F
15.																

12+ FM SHARE (METRO): 79.30% (498 of 628) (SPG 89: 76.04%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F>	1 WBLX-F	1 WKSJ-AF	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF>	1 WKSJ-AF>	1 WBLX-F>	1 WBLX-F>>	1 WKSJ-F>
2 WABB-F>>	2 WGCX-F	2 WKSJ-AF>	2 WBLX-F>	2 WBLX-F>	2 WBLX-F	2 WBLX-F>	2 WBLX-F>	2 WKSJ-AF>	2 WABB-F>	2 WBLX-F>
3	3 WABB-F	3 WGCX-F	3 WGCX-F	3 WGCX-F	3 WKRG	3 WABB-F	3 WABB-F	3 WABB-F	3 WKSJ-AF	3 WKRG
4	4 WKSJ-AF	4 WABB-F>	4 WAVH-F	4 WAVH-F	4 WGOK	4 WKRG-F<	4 WGCX-F<	4 WGCX-F>	4 WGCX-F	4 WKRG-F
5	5 WKRG-F	5 WKRG-F<	WABB-F	5 WABB-F<	5 WMEZ-F	5 WKRG	5 WGOK	5	5	5 WMEZ-F
6	6	6 WAVH-F	6	6 WKRG-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>>	1 WBLX-F>>	1 WBLX-F	1 WBLX-F	1 WKSJ-AF	1 WBLX-F>>	1 WGCX-F<	1 WGCX-F>	1 WBLX-F	1 WKSJ-AF>
2 WABB-F>	2 WKSJ-AF	2 WKSJ-AF	2 WKSJ-AF>	2 WBLX-F>	2 WGCX-F	2 WBLX-F>	2 WBLX-F	2 WGCX-F	2 WBLX-F<
3 WKSJ-AF	3 WKRG-F	3 WKRG-F>	3 WABB-F<	3 WKRG-F	3 WABB-F>>	3 WABB-F>	3 WABB-F	3 WKSJ-AF>	3 WGCX-F>
4 WKRG-F	WABB-F>	4 WABB-F	4 WKRG-F>	4 WAVH-F	4 WXBM-F	4	4 WKSJ-AF>	4 WABB-F	4 WAVH-F
WGCX-F	5 WGCX-F	5 WGCX-F	5 WDLT-F	5 WDLT-F	5 WZEW-F	5	5 WMMV-F	5	WABB-F
6	6	6	6	WABB-F	WKRG-F	6	WAVH-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	7 (1)	71 (3)	78 (4)	12.4	14.3
AOR/CLASSIC		59 (2)	59 (2)	9.4	7.1
AC/OLDIES/SOFT ROCK		87 (3)	87 (3)	13.9	12.7
MOR/VARIETY	8 (1)		8 (1)	1.3	1.7
COUNTRY	1 (1)	118 (3)	119 (4)	18.9	22.1
BLACK/URBAN	35 (1)	140 (2)	175 (3)	27.9	30.4
BEAUTIFUL/EASY		23 (1)	23 (1)	3.7	3.1
NEWS/TALK	36 (1)		36 (1)	5.7	6.3
NOSTALGIA	15 (1)		15 (1)	2.4	0.5
RELIGION/GOSPEL	28 (3)		28 (3)	4.5	1.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.2
	130 (9)	498 (14)	628 (23)		

OTHER RATED STATIONS			METRO SHARE/RTG/AQH/CUME · CUME · TSA AQH · TSA CUME
WABB	1480	Mobile	1.0/2.0/ 7/ 84
WBHY	840	Mobile	0.9/1.7/ 6/ 75
WHEP	1310	Foley	1.1/1.2/ 9/ 55
WMMV-F	105.5	Bay Minette/Mob	1.6/5.0/ 13/ 242
WMOB	1360	Mobile	0.7/2.6/ 6/ 104
WJLQ-F	100.7	Pensacola	1.3/7.4/ 47/ 924
WKNN-F	99.1	Pascagoula	0.3/1.2/ 41/ 531
WQID-F	93.7	Biloxi	0.3/2.6/ 20/ 415

RADIO STATIONS

WBLX ,	660,	22 KW/1 KW (DA-2)	, Gospel	, $12.00	(HNWH)		Beasley	David Clark
WGOK ,	900,	1 KW/500 W (DA-2)	, Black	SBN, $15.00	(Roslin)			Irene Ware
WKRG ,	710,	1 KW/500 W (DA-N)	, News/Talk	CBS MBS, $27.00	(Katz)			Wes Diamond
WLPR ,	960,	2.5 KW/1 KW (DA-2)	, Nostalgia	SMN, $14.00	(—)			Howard Smith
WABB-F,	97.5,	100 KW @ 1350	, CHR	ABC FM, $53.00	(Christal)		Dittman	Bernie Dittman
WAVH-F,	96.1,	100 KW @ 1142	, Oldies	UNISUP UNIULT, $29.00	(Durpetti)			Denny Moore
WBLX-F,	92.9,	100 KW @ 1555	, Black	UNIPWR ABC C, $50.00	(HNWH)		Beasley	David Clark
WDLT-F,	98.3,	6 KW @ 300	, Soft AC	UNISUP, $19.00	(K & P)			Chris Kallah
WGCX-F,	104.1,	100 KW @ 1555	, AOR	ABC R UNIPWR, $31.00	(MMR)	(ATMORE)		Sandy Frost
WKRG-F.	99.9,	100 KW @ 1755	, AC	MBS, $30.00	(Katz)			Wes Diamond
WKSJ-F,	94.9,	100 KW @ 430	, Country	ABC E, $89.00	(Banner)			Wayne Gartner
WMMV-F,	105.5,	2.6 KW @ 357	, Black	CBS, $14.00	(—)	(BAY MINETTE)		Bill Phillips
WZEW-F,	92.1,	3 KW @ 288	, AOR	, $16.00	(—)	(FAIRHOPE)		Sandy Frost

WMEZ, WXBM — See Pensacola

MODESTO

Arbitron Rank/Pop (12+): 127/284,100
MSA Rank/Pop: 140/344,500
ADI # 21 (w/Sacramento)
Average Person Ratings: 17.4
Market TSL: 24.00 hours

Stations: 25/15
Diaries: 695/409:1/48.8%
Sample Target: 660
% Below Line: 12.9
% Not Listed: 14.3

1989 Revenue: $10,200,000
HH Inc.: $26,480
Retail $: 2.3 Bil
Pop per Station: 18,940
#1 Biller: KHOP-F $2,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KHOP-F	(CHR)	69/13.9	12.8	13.9	8.7	7.1	——	152/2113	752/26.5	23.6	27.9		19.3	85	763	KHOP-F
2. KBEE-F	(EZ)	55/11.1	9.8	10.6	11.9	9.7	——	130/1188	467/16.4	17.8	16.3		9.5	42	433	KBEE-F
3. KMIX-F	(C)	46/ 9.3	6.6	8.4	8.0	9.5	——	63/600	438/15.4	13.7	17.0		8.6	38	397	KMIX-F
4. KDJK-F	(AOR)	37/ 7.5	8.0	11.2	9.1	13.0	——	80/858	439/15.5	14.8	17.9		11.3	50	458	KDJK-F
5. KLOC	(SP)	30/ 6.1	6.8	2.4	4.9	6.1	——	34/291	211/ 7.4	6.4	5.3		1.8	8	170	KLOC
6. KJSN-F	(SAC)	25/ 5.1	3.0	3.3	6.6	5.9	——	26/420	372/13.1	10.8	13.2		4.3	19	342	KJSN-F
7. KVFX-F	CL AOR)	23/ 4.6	4.6	2.6	3.5	3.8	——	43/561	279/ 9.8	8.9	8.9		7.5	33	319	KVFX-F
8. KTRB	(C)	18/ 3.6	5.0	4.4	4.7	5.4	——	31/391	188/ 6.6	12.3	10.7		6.1	27	269	KTRB
KOSO-F	(AC)	18/ 3.6	5.0	5.3	6.3	8.0	——	27/613	284/10.0	11.2	14.5		2.7	12	239	KOSO-F
10. KNBR	(MOR)	17/ 3.4	2.7	2.2	2.1	4.0	——	38/768	277/ 9.8	7.5	7.9		2.5	11	177	KNBR
11. KABX-F	(O)	10/ 2.0	3.2	3.5	0.7	2.1	——	35/584	190/ 6.7	6.3	9.4		2.3	10	152	KABX-F
12. KCBS	(N/T)	9/ 1.8	3.4	2.6	3.7	2.4	——	42/665	168/ 5.9	8.9	5.2		1.8	8	205	KCBS
KUBB-F	(C)	9/ 1.8	2.1	1.8	2.3	2.4	——	46/750	182/ 6.4	7.0	6.7		1.4	6	101	KUBB-F

12+ FM SHARE (METRO): 75.47% (320 of 424) (SPG 89: 78.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F	1 KHOP-F	1 KMIX-F	1 KMIX-F>	1 KBEE-F>	1 KHOP-F	1 KHOP-F	1 KHOP-F>	1 KHOP-F>	1 KBEE-F>>
2	2 KDJK-F>>	2 KDJK-F	2 KHOP-F	2 KHOP-F	2 KMIX-F>	KBEE-F>	KBEE-F	2 KBEE-F	2 KBEE-F	2 KDJK-F
3	3 KVFX-F	3 KMIX-F>	KDJK-F	KDJK-F	3 KTRB	3 KDJK-F	3 KMIX-F>	3 KMIX-F	3 KLOC	3 KHOP-F
4	KLOC	4 KLOC	4 KJSN-F	4 KJSN-F	4 KNBR	4 KMIX-F>	4 KDJK-F	4 KDJK-F>	4 KDJK-F	4 KMIX-F
5	5 KMIX-F	5 KJSN-F<	5 KLOC	5 KLOC	5	5 KLOC	5 KLOC	5 KJSN-F	5 KMIX-F	KLOC
6	KJSN-F	6 KVFX-F	6 KOSO-F	6 KOSO-F	6	6 KJSN-F	KJSN-F<	6	6	KJSN-F
7	7	7	7	KBEE-F	7	7	7 KVFX-F	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F>>	1 KHOP-F>>	1 KHOP-F	1 KHOP-F>	1 KMIX-F	1 KDJK-F	1 KDJK-F>	1 KDJK-F>	1 KDJK-F>	1 KMIX-F
2 KLOC	2 KDJK-F	2 KJSN-F	2 KMIX-F	2 KHOP-F	2 KHOP-F	2 KHOP-F>	2 KHOP-F>	2 KHOP-F	2 KDJK-F>
3 KDJK-F	3 KLOC	KDJK-F>	3 KJSN-F	3 KJSN-F	3 KVFX-F>>	3 KVFX-F>	3 KUBB-F	3 KMIX-F	3 KNBR
4 KVFX-F	KJSN-F	4 KOSO-F	4 KLOC	4 KOSO-F	4 KLOC >>	4 KLOC	4 KMIX-F	4 KVFX-F>	4 KHOP-F
KMIX-F	5 KMIX-F	KMIX-F	5 KOSO-F	5 KBEE-F	5	5 KUBB-F	KLOC >	5 KLOC	5 KLOC
KJSN-F>>	6	KLOC >	KDJK-F	6 KLOC		KMIX-F	6 KNBR	6	6 KVFX-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		77 (2)	77 (2)	18.2	24.2
AOR/CLASSIC		60 (2)	60 (2)	14.2	14.2
AC/OLDIES/SOFT ROCK	6 (1)	65 (5)	71 (6)	16.7	15.0
MOR/VARIETY	17 (1)		17 (1)	4.0	2.6
COUNTRY	30 (3)	49 (2)	79 (5)	18.6	18.9
BLACK/URBAN					
BEAUTIFUL/EASY		55 (1)	55 (1)	13.0	12.6
NEWS/TALK	19 (3)		19 (3)	4.5	3.4
NOSTALGIA	2 (1)		2 (1)	0.5	2.4
RELIGION/GOSPEL		12 (2)	12 (2)	2.8	2.9
SPANISH	30 (1)	2 (1)	32 (2)	7.5	3.7
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	104 (10)	320 (15)	424 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAMB-F	101.5	Merced	1.4/4.7/ 17/ 325
KMIX	1390	Turlock/Modesto	1.0/2.7/ 6/ 85
KNTO-F	95.9	Livingston	0.4/1.3/ 9/ 79
KOOK	970	Modesto	1.2/3.0/ 10/ 151
KCIV-F	99.9	Mt. Bullion	1.0/2.8/ 7/ 139
KGO	810	San Francisco	0.8/2.0/ 18/ 326
KMEL-F	96.7	Manteca/Modesto	1.6/5.7/ 31/ 483
KMJ	580	Fresno	1.2/2.7/ 9/ 185
KRAK	1140	Sacramento	1.4/2.8/ 53/ 469
KRAK-F	105.1	Sacramento	0.6/2.6/ 17/ 345
KSFO	560	San Francisco	0.4/2.2/ 7/ 150
KYBB-F	100.9	Tracy	0.6/2.2/ 16/ 338

RADIO STATIONS

KLOC, 920,	500W/2.5KW (DA-2),	HISPANIC	,	$ 20.00	(---)		Mike Sturtevant
KMIX, 1390,	5 KW (DA-2)	, SEE KMIX-F					
KOOK, 970,	1 KW (DA-2)	, OLDIES	ABC D ,	$ N/A	(Republic)	John Price	Tom Erhman
KTRB, 860,	50 KW/10 KW (DA-2),	COUNTRY	NBC ,	$ 19.00	(Banner)		Bessie Pappas
KABX-F, 97.5,	50 KW @ 493,	OLDIES	,	$ 20.00	(Republic)	(MERCED)	Ed Hoyte
KAMB-F, 101.5,	50 KW @ 390,	RELIGION	,	$ N/A	(---)	(MERCED)	Richard Grant
KBEE-F, 103.3,	50 KW @ 500,	EZ/BTFL	ABC D ,	$ 27.00	(Republic)	John Price	Tom Erhman
KDJK-F, 95.1,	32 KW @ 602,	AOR	,	$ 40.00	(Eastman)		Joe Gross
KHOP-F, 104.1,	50 KW @ 500,	CHR	,	$ 42.00	(McGuild)	Fuller Jeffrey	Ed Groppo
KJSN-F, 102.3,	3 KW @ 300,	SOFT AC	UNIPWR ,	$ 27.00	(MMR)	Comm. Pacific	Gary Halladay
KMIX-F, 98.3,	2 KW @ 380,	COUNTRY	MBS ,	$ 31.00	(Durpetti)	(TRULOCK)	Bob Salmon
KOSO-F, 93.1,	3 KW @ 1790,	AC	APR ,	$ 32.00	(Katz)	(PATTERSON)	Bob Clark
KUBB-F, 96.3,	2 KW @ 2079,	COUNTRY	UNISUP,UNIULT,	$ 18.00	(McGuild)	Buckley	Julia Campbell
KVFX-F, 96.7,	3 KW @ 328,	CLASSIC AOR	UNISUP ,	$ 17.00	(Banner)	(MANTECA)	Scott Gilreath

MONMOUTH-OCEAN

Arbitron Rank/Pop (12+): 44/838,700

MSA Rank/Pop: 48/989,000
ADI @ NY
Average Person Ratings: 18.3
Market TSL: 23.75 hours

Stations: 47/8
Diaries: 998/840:1/50.3%
Sample Target: 950
% Below Line: 67.7
% Not Listed: 9.7

1989 Revenue: N/A
HH Inc.: $0
Retail $: 7.5 Bil
Pop per Station: 104,837
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WPAT-AF	(EZ)	86/ 5.6	5.0	6.6	----	7.0	----	86/938	938/11.2	11.8	13.8		1.8	27	947	WPAT-AF
WADB-F	(EZ)	86/ 5.6	3.3	2.8	----	6.4	----	86/857	857/10.2	9.6	5.5		5.6	82	700	WADB-F
3. WXRK-F	(AOR)	81/ 5.3	5.1	4.8	----	5.2	----	81/1234	1234/14.7	14.0	13.2		6.4	94	1488	WXRK-F
4. WNEW-F	(AOR)	75/ 4.9	5.6	4.5	----	4.0	----	75/957	957/11.4	13.8	12.2		6.7	99	1390	WNEW-F
5. WOBM-F	(AC)	62/ 4.0	7.0	8.0	----	5.1	----	62/1045	1045/12.5	16.1	16.5		3.9	58	1002	WOBM-F
6. WHTZ-F	(CHR)	57/ 3.7	3.3	4.2	----	5.6	----	57/1049	1049/12.5	10.6	13.2		5.3	78	1171	WHTZ-F
7. WYNY-F	(C)	55/ 3.6	2.5	3.2	----	3.1	----	55/502	502/ 6.0	5.2	6.5		2.6	39	697	WYNY-F
8. WPLJ-F	(CHR)	52/ 3.4	4.6	4.4	----	4.6	----	52/1322	1322/15.8	17.7	19.1		5.8	85	1409	WPLJ-F
9. WZVU-F	(AC)	51/ 3.3	3.1	1.8	----	2.4	----	51/743	743/ 8.9	7.3	9.0		3.3	49	628	WZVU-F
10. WJRZ-F	(CHR)	50/ 3.3	1.9	3.2	----	1.2	----	50/732	732/ 8.7	7.5	8.7		4.6	68	891	WJRZ-F
11. WJLK-F	(AC)	49/ 3.2	2.5	3.2	----	3.5	----	49/818	818/ 9.8	8.6	10.2		1.4	21	544	WJLK-F
12. WCBS-F	(O)	48/ 3.1	3.1	3.2	----	2.2	----	48/822	822/ 9.8	9.7	8.0		2.2	32	674	WCBS-F

12+ FM SHARE (METRO): 80.19% (1109 of 1383) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F>	1 WXRK-F	1 WXRK-F	1 WNEW-F	1 WNEW-F	1 WADB-F<	1 WXRK-F	1 WNEW-F	1 WADB-F<	1 WHTZ-F	1 WOR >>
2 WPLJ-F	2 WNEW-F>	2 WNEW-F>	2 WZVU-F	2 WZVU-F	2 WPAT-AF>	2 WADB-F	2 WPAT-AF	2 WPAT-AF<	2 WADB-F	2 WCBS-F
3 WQHT-F	3 WMMR-F<	3 WZVU-F	3 WCBS-F	3 WCBS-F<	3 WOBM-F	3 WOBM-F	3 WZVU-F<	3 WNEW-F<	3 WNEW-F	WCBS
4 WJRZ-F	4 WPLJ-F	4 WJLK-F	4 WJLK-F<	4 WJLK-F<	4 WOR	4 WOR	4 WJLK-F	4 WXRK-F	4 WYNY-F	4 WPAT-F
5	5 WHTZ-F	5 WPLJ-F	5 WJRZ-F	5 WJRZ-F	5 WCBS	WHTZ-F<	5 WXRK-F<	5 WFAN	5 WPLJ-F	WFPG-F
6	WJRZ-F	6 WCBS-F	6	6	6	6 WCBS	6 WCBS-F	6 WPLJ-F	6	6
7	7	7	7	7	7	7	7 WOBM-F	WZVU-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPLJ-F	1 WJRZ-F	1 WJRZ-F>	1 WZVU-F	1 WZVU-F	1 WXRK-F	1 WNEW-F<	1 WNEW-F	1 WXRK-F	1 WXRK-F<
WHTZ-F	2 WXRK-F	2 WXRK-F	2 WJLK-F	2 WOBM-F	2 WNEW-F	2 WXRK-F>	2 WXRK-F>>	2 WNEW-F>	2 WNEW-F>
3 WQHT-F	3 WPLJ-F	WZVU-F	3 WJRZ-F<	WJRZ-F	3 WQHT-F	3 WMMR-F>	3 WMMR-F>	3 WFME-F	3 WFME-F
4 WNSR-F	WZVU-F	4 WNEW-F	4 WOBM-F<	WJLK-F	4 WMMR-F	4 WPLJ-F	4 WPLJ-F	WFAN	WFAN
WLTW-F	5 WJLK-F	WJLK-F	5 WXRK-F	5 WYNY-F<	5 WHTZ-F	5 WHTZ-F	5 WHTZ-F	5 WCBS-F<	5 WCBS-F>
6	6 WNEW-F	6	WKXW-F	6 WKXW-F	6 WPLJ-F	6 WQHT-F	WFAN	6 WMMR-F	6 WZVU-F
	WHTZ-F		7	7	7	7	7	7	7 WMMR-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		207 (6)	207 (6)	15.0	
AOR/CLASSIC		222 (5)	222 (5)	16.1	
AC/OLDIES/SOFT ROCK	31 (2)	343 (10)	374 (12)	27.0	
MOR/VARIETY					
COUNTRY	15 (1)	61 (2)	76 (3)	5.5	
BLACK/URBAN		15 (1)	15 (1)	1.1	
BEAUTIFUL/EASY	3 (2)	195 (4)	198 (6)	14.3	
NEWS/TALK	185 (6)	6 (1)	191 (7)	13.8	
NOSTALGIA	40 (2)	16 (1)	56 (3)	4.0	
RELIGION/GOSPEL		5 (1)	5 (1)	0.4	
SPANISH					
CLASSICAL		24 (2)	24 (2)	1.7	
JAZZ/NEW AGE		15 (1)	15 (1)	1.1	
UNKNOWN/OTHERS					
	274 (13)	1109 (34)	1383 (47)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHTG-F	106.3	Eatontown	1.0/2.6/ 16/ 222
WJLK	1310	Asbury Park	1.1/3.7/ 17/ 310
WOBM	1160	Lakewood	1.0/2.7/ 15/ 229
WABC	770	New York	2.4/8.0/ 36/ 673
WAYV-F	95.1	Atlantic City	0.5/2.2/ 8/ 185
WCAU	1210	Philadelphia	0.4/1.1/ 6/ 96
WCBS	880	New York	2.8/11.2/ 43/ 939
WEAZ	560	Philadelphia	0.1/0.6/ 1/ 48
WEAZ-F	101.1	Philadelphia	0.3/0.7/ 5/ 57
WFAN	660	New York	2.9/10.0/ 45/ 842
WFME-F	94.7	Newark	0.3/0.9/ 5/ 75
WFPG-F	96.9	Atlantic City	1.3/3.3/ 20/ 280
WHLI	1100	Hempstead	1.4/2.0/ 21/ 164
WINS	1010	New York	0.9/4.0/ 14/ 339
WIOQ-F	102.1	Philadelphia	0.7/2.1/ 10/ 173
WKXW-F	101.5	Trenton	2.7/8.3/ 42/ 700
WLTW-F	106.7	New York	2.2/7.2/ 34/ 605
WMGQ-F	98.3	New Brunswick	0.3/1.4/ 5/ 115
WMID	1340	Atlantic City	0.9/1.1/ 14/ 94
WMMR-F	93.3	Philadelphia	2.5/5.6/ 38/ 469
WNCN-F	104.3	New York	1.0/3.3/ 15/ 280
WNEW	1130	New York	1.2/4.1/ 19/ 343
WNSR-F	105.1	New York	2.5/9.2/ 38/ 772
WOGL-F	98.1	Philadelphia	0.4/1.8/ 6/ 155
WOR	710	New York	2.7/8.0/ 41/ 674
WPAT	930	Paterson	0.1/0.0/ 0/ 0
WPST-F	97.5	Trenton/Phila.	0.5/2.3/ 7/ 189
WQCD-F	101.9	New York	1.0/3.2/ 15/ 267
WQHT-F	97.1	New York	2.0/6.3/ 31/ 531
WQXR-F	96.3	New York	0.6/2.0/ 9/ 167
WRDR-F	104.9	Egg Harbor	1.0/1.7/ 16/ 144
WRKS-F	98.7	New York	1.0/3.2/ 15/ 271
WWDB-F	96.5	Philadelphia	0.4/1.4/ 6/ 117
WXTU-F	92.5	Philadelphia	0.4/1.2/ 6/ 100
WYSP-F	94.1	Philadelphia	0.8/2.1/ 12/ 177

RADIO STATIONS

WJLK, 1310, 2.5 KW/1 KW (DA-D), OLDIES	UNIULT , $	N/A	(Katz)	R. Devlin
WADB-F, 95.9, 3 KW @ 300, EZ/BTFL	, $	N/A	(---)	A. Brown
WHTG-F, 106.3, 3 KW @ 233, AOR	, $	N/A	(Banner)	F. Gade
WJLK-F, 94.3, 1.3 KW @ 499, AC	UNIULT , $	N/A	(Katz)	R. Devin
WJRZ-F, 100.1, 1.6 KW @ 450, CHR	ABC, UNISUP , $	47.00	(Katz)	J. Knox
WOBM-F, 92.1, 1.4 KW @ 496, AC	, $	N/A	(Katz)	G. Jones
WZVU-F, 107.1, 3 KW @ 232, AC	UNISUP , $	N/A	(Christal)	G. Spurgeon

MONTGOMERY

Arbitron Rank/Pop (12+): 135/249,600

MSA Rank/Pop: 153/302,300
ADI # 107
Average Person Ratings: 18.2
Market TSL: 24.75 hours

Stations: 12/12
Diaries: 689/362:1/56.6%
Sample Target: 630
% Below Line: 0.0
% Not Listed: 12.1

1989 Revenue: $9,000,000
HH Inc.: $24,163
Retail $: 2.1 Bil
Pop per Station: 20,800
#1 Biller: WLWI-AF $2,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WZHT-F	(B)	111/24.4	19.2	11.5	12.3	3.2	----	215/1396	716/28.7	26.6	21.2					WZHT-F
2. WLWI-F	(C)	80/17.6	15.5	17.2	18.1	19.2	----	134/1103	691/27.7	29.8	32.8		15.8	71	713	WLWI-F
3. WHHY-AF	(CHR)	55/12.1	12.4	14.9	14.7	12.2	----	73/1080	743/29.3	34.5	38.7		13.8	62	805	WHHY-AF
4. WSYA-F	(AC)	38/ 8.4	6.8	14.3	11.8	10.4	----	54/781	494/19.8	20.6	24.9		7.1	32	407	WSYA-F
5. WXFX-F	(AOR)	26/ 5.7	10.8	9.3	7.4	12.7	----	39/388	286/11.5	14.5	19.7		11.8	121	989	WXFX-F
6. WBAM-F	(O)	23/ 5.1	5.2	7.5	8.5	7.6	----	36/622	349/14.0	14.9	23.2		5.3	24	277	WBAM-F
7. WXVI	(B)	22/ 4.8	7.3	5.3	5.1	8.3	----	22/284	273/10.9	11.4	12.2					WXVI
8. WAPZ	(G)	17/ 3.7	2.1	----	----	----	----	17/76	73/ 2.9	4.6	0.0		0.7	3	55	WAPZ
9. WZTN	(G)	11/ 2.4	3.5	2.6	2.4	5.6	----	13/119	106/ 4.2	5.4	4.9		1.3	6	87	WZTN
10. WACV	(N/T)	10/ 2.2	1.2	0.9	1.9	1.9	----	10/136	127/ 5.1	3.8	5.3		0.9	4	92	WACV

12+ FM SHARE (METRO): 81.75% (327 of 400) (SPG 89: 85.68%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>	1 WZHT-F	1 WLWI-F>	1 WLWI-F	1 WLWI-F	1 WZHT-F>	1 WZHT-F>>	1 WZHT-F
2 WHHY-AF	2 WLWI-F	2 WLWI-F>	2 WLWI-F	2 WLWI-F>	2 WZHT-F>	2 WZHT-F>	2 WZHT-F>	2 WLWI-F>	2 WLWI-F	2 WLWI-F>
3	3 WXFX-F	3 WSYA-F<	3 WSYA-F	3 WSYA-F	3 WHHY-AF	3 WHHY-AF>	3 WHHY-AF	3 WHHY-AF	3 WHHY-AF>	3 WHHY-F
4	4 WSYA-F	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF	4 WSYA-F WBAM-F	4 WSYA-F	4 WSYA-F	4 WSYA-F	4 WXFX-F	4 WSYA-F
5	5 WHHY-AF	5 WXFX-F	5 WXVI	5 WXVI <		5	5	5	5 WXVI	5
6	6	6	6	6 WBAM-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F	1 WZHT-F>>	1 WZHT-F	1 WZHT-F	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F>>	1 WZHT-F
2 WHHY-AF	2 WSYA-F WLWI-F	2 WSYA-F	2 WLWI-F	2 WLWI-F	2 WXFX-F	2 WXFX-F	2 WXFX-F	2 WLWI-F	2 WLWI-F>>
3 WLWI-F>		3 WLWI-F>	3 WSYA-F	3 WSYA-F	3 WLWI-F	3 WLWI-F>	3 WSYA-F WLWI-F>	3 WXFX-F>	3 WXFX-F WBAM-F
4 WXFX-F WSYA-F>>	4 WHHY-AF>	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF	4 WHHY-AF>>	4 WHHY-AF WSYA-F		4 WHHY-AF	
	5 WXFX-F	5 WXFX-F	5 WXVI	5 WXVI	5 WZTN WSYA-F		5 WXVI	5 WSYA-F WBAM-F	5 WSYA-F
6	6	6	6	6		6	6 WHHY-AF>		6 WHHY-AF

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	6 (1)	49 (1)	55 (2)	13.8	24.3
AOR/CLASSIC		26 (1)	26 (1)	6.5	
AC/OLDIES/SOFT ROCK	7 (1)	61 (2)	68 (3)	17.0	18.4
MOR/VARIETY					
COUNTRY		80 (1)	80 (1)	20.0	22.5
BLACK/URBAN	22 (1)	111 (1)	133 (2)	33.3	30.2
BEAUTIFUL/EASY					
NEWS/TALK	10 (1)		10 (1)	2.5	1.0
NOSTALGIA					
RELIGION/GOSPEL	28 (2)		28 (2)	7.0	3.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	73 (6)	327 (6)	400 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLWI	740	Montgomery	1.5/4.8/ 9/ 170

RADIO STATIONS

WACV, 1170, 10 KW/1 KW (DA-2), TALK	CBS, SUN	, $ 12.00	(---)	Woods		Mark [redacted]
WAPZ, 1250, 5 KW/80 W, GOSPEL	NBN	, $ 9.00	(---)			Bill [redacted]
WXVI, 1600, 5 KW/1 KW, BLACK	SBN	, $ 12.00	(Roslin)			Bob Burns
WZTN, 1000, 5 KW (DAYS, DA), GOSPEL		, $ 10.00	(---)			A. Dixon
WBAM-F, 98.9, 100 KW @ 730, OLDIES		, $ 25.00	(Christal)			Bob Brennan
WHHY-F, 101.9, 100 KW @ 670, CHR	ABC C	, $ 41.00	(Banner)			Ann Collister
WLWI-F, 92.3, 100 KW @ 500, COUNTRY	MBS	, $ 63.00	(Katz)	Colonial		Dave Coppock
WSYA-F, 103.3, 28 KW @ 290, AC	UNIPWR	, $ 30.00	(McGuild)	Magic		Jim Jacobs
WXFX-F, 95.3, 50 KW @ 230, CLASSIC AOR	NBN	, $ 22.00	(Torbet)		(PRATTVILLE)	Gerrie Cunningham
WZHT-F, 105.7, 100 KW @ 1802, BLACK		, $ 31.00	(HMWH)		(TROY)	Ron Eubanks

Miscellaneous Comments: WXVI sold to New South for $300,000

NASHVILLE

Arbitron Rank/Pop (12+): 46/829,000
MSA Rank/Pop: 49/988,800
ADI # 32
Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 23/20
Diaries: 1135/730:1/50.8%
Sample Target: 1120
% Below Line: 1.7
% Not Listed: 11.6

1989 Revenue: $35,400,000
HH Inc.: $28,279
Retail $: 6.2 Bil
Pop per Station: 41,450
#1 Biller: WSM -AF $6,700,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSIX-F	(C)	174/12.7	10.5	12.4	8.9	9.4	11.1	212/2266	1681/20.3	19.8	19.1		9.6	139	1760	WSIX-F
2. WYHY-F	(CHR)	172/12.5	13.4	11.6	17.3	13.8	13.7	300/3718	2146/25.9	26.3	26.3		18.0	261	3002	WYHY-F
3. WKDF-F	(AOR)	125/ 9.1	8.3	7.9	9.0	10.7	8.6	222/3043	1570/18.9	20.5	20.2		10.9	158	1960	WKDF-F
4. WZEZ-F	(EZ)	121/ 8.8	8.8	5.6	7.0	6.8	7.6	152/1755	1419/17.1	15.5	13.8		7.0	101	1228	WZEZ-F
5. WLAC-F	(AC)	113/ 8.2	8.0	6.6	6.8	7.6	7.4	169/2303	1618/19.5	17.5	17.6		6.7	97	1416	WLAC-F
6. WSM -F	(C)	101/ 7.4	8.8	9.2	8.2	10.4	8.4	195/2649	1299/15.7	20.4	20.6		8.1	117	1606	WSM -F
7. WQQK-F	(B)	86/ 6.3	6.8	7.2	7.1	5.9	6.8	96/1205	1059/12.8	12.7	11.7		10.0	145	1877	WQQK-F
8. WGFX-F	(CL AOR)	61/ 4.4	5.2	5.7	4.5	5.8	4.9	86/1651	1235/14.9	14.9	14.4		7.3	106	1348	WGFX-F
9. WRMX-F	(O)	46/ 3.4	3.7	6.1	6.8	5.4	5.0	61/1045	764/ 9.2	12.8	12.5		4.7	68	725	WRMX-F
10. WSM	(C)	45/ 3.3	3.3	3.5	4.0	4.1	3.5	91/1590	868/10.5	11.4	11.5		3.2	47	621	WSM
11. WLAC	(N/T)	38/ 2.8	4.6	3.1	2.6	1.5	3.3	41/596	492/ 5.9	10.5	4.6		1.5	21	418	WLAC
12. WVOL	(B)	31/ 2.3	1.6	3.2	1.7	4.1	2.2	31/525	525/ 6.3	7.2	7.1		1.0	15	453	WVOL
13. WAMB	(BB)	23/ 1.7	0.4	0.6	1.1	0.8	1.0	24/335	299/ 3.6	2.1	2.7		0.6	9	119	WAMB
14. WSIX	(MOR)	14/ 1.0	1.4	1.3	0.6	0.4	1.1	15/325	270/ 3.3	6.1	3.4		0.7	10	227	WSIX
15.																

12+ FM SHARE (METRO): 85.50% (1044 of 1221) (SPG 89: 85.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYHY-F	1 WKDF-F	1 WSIX-F<	1 WSIX-F>	1 WSIX-F>	1 WSIX-F	1 WSIX-F>	1 WSIX-F	1 WYHY-F	1 WYHY-F>	1 WSM
2	2 WYHY-F>	2 WKDF-F	2 WKDF-F<	2 WZEZ-F<	2 WZEZ-F	2 WYHY-F>	2 WZEZ-F<	2 WSIX-F	2 WQQK-F	2 WLAC-F>>
3	3 WLAC-F<	3 WYHY-F	3 WLAC-F<	3 WKDF-F<	3 WVOL	3 WKDF-F	3 WKDF-F<	3 WKDF-F	3 WLAC-F	3 WQQK-F<
4	4 WSIX-F	4 WLAC-F	4 WZEZ-F>	4 WLAC-F>	WSM -F>	4 WZEZ-F<	4 WLAC-F	4 WZEZ-F	4 WZEZ-F<	4 WYHY-F
5	5 WQQK-F	5 WZEZ-F	5 WYHY-F	5 WSM -F	5 WLAC-F	5 WLAC-F	5 WYHY-F	5 WLAC-F	5 WKDF-F	5 WZEZ-F
6	6 WGFX-F	6 WQQK-F	WSM -F	6 WYHY-F	6 WSM	6 WSM -F	6 WSM -F	6 WSM -F	6 WSIX-F	6
7	7	7 WSM -F	7 WQQK-F	7 WQQK-F	7	7	7	7 WQQK-F	7	7
8	8	8 WGFX-F	8	8	8	8	8	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYHY-F>>	1 WYHY-F	1 WSIX-F<	1 WSIX-F	1 WSIX-F>	1 WYHY-F	1 WKDF-F>	1 WKDF-F>	1 WKDF-F>	1 WSIX-F<
2 WQQK-F	2 WLAC-F	2 WLAC-F>	2 WZEZ-F<	2 WZEZ-F	2 WKDF-F>	2 WYHY-F	2 WSIX-F>	2 WSIX-F<	2 WKDF-F>
3 WKDF-F>	3 WQQK-F	3 WZEZ-F	3 WYHY-F	3 WLAC-F	3 WGFX-F>	3 WGFX-F	3 WGFX-F	3 WYHY-F<	3 WLAC-F<
4 WZEZ-F	4 WSIX-F	4 WYHY-F	4 WLAC-F	4 WSM -F	4 WQQK-F	4 WSIX-F	4 WLAC-F	4 WGFX-F	4 WGFX-F
WLAC-F	5 WKDF-F<	5 WQQK-F	5 WSM -F<	5 WYHY-F	WLAC-F	5 WLAC-F	5 WQQK-F	5 WLAC-F	5 WZEZ-F
6 WGFX-F>	6 WZEZ-F>	6 WSM -F	6 WQQK-F	6 WQQK-F	6 WSM -F>>	6 WQQK-F	6 WYHY-F	6 WQQK-F	6 WRMX-F<
7 WSM -F>	7 WSM -F	WKDF-F>>	7 WKDF-F	7 WKDF-F	7	7	7 WLAC >	7	7 WQQK-F
8	8	8	8	8	8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		179 (2)	179 (2)	14.7	15.2	WDBL	1590	Springfield	0.1/0.8/ 2/ 77
AOR/CLASSIC		195 (3)	195 (3)	16.0	18.2	WDBL-F	94.3	Springfield	0.9/2.3/ 13/ 201
AC/OLDIES/SOFT ROCK	8 (1)	159 (2)	167 (3)	13.7	15.7	WDKN	1260	Springfield	0.6/1.2/ 8/ 120
MOR/VARIETY	14 (1)		14 (1)	1.1	0.5	WKDA	1240	Nashville	0.6/2.1/ 8/ 175
COUNTRY	47 (2)	304 (5)	351 (7)	28.7	28.5	WMDB	880	Nashville	0.6/1.8/ 8/ 149
BLACK/URBAN	47 (3)	86 (1)	133 (4)	10.9	11.9	WRLT-F	100.1	Franklin/Nshvl.	0.7/3.7/ 9/ 318
BEAUTIFUL/EASY		121 (1)	121 (1)	9.9	7.5				
NEWS/TALK	38 (1)		38 (1)	3.1	1.7	WBVR-F	101.1	Russellville	0.4/2.7/104/ 997
NOSTALGIA	23 (1)		23 (1)	1.9	0.9	WSTO-F	96.1	Owensboro/Evsvl	0.5/1.7/ 11/ 248
RELIGION/GOSPEL						WYCQ-F	102.9	Shelbyville	0.7/3.7/ 40/ 670
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	177 (9)	1044 (14)	1221 (23)						

RADIO STATIONS

AM STATIONS

WAMB, 1160, 50 KW/1 KW (DA-N)	, NOSTALGIA	MBS	, $ 20.00	(Roslin)		Bill Barry
WLAC, 1510, 50 KW (DA-N)	, N/T/REL.	ABC E, ABC R	, $ 40.00	(Durpetti)	Fairmont	Elizabeth Yoder
WMDB, 880, 2.5 KW (DAYS,DA)	, BLACK		, $ 17.00	(---)		Morgan Babb
WSIX, 980, 5 KW (DA-N)	, VARIETY		, $ N/A	(McGuild)	Capstar	Dave Manning
WSM , 650, 50 KW	, COUNTRY	NBC	, $ 46.00	(Christal)	Gaylord	Bob Meyer
WVOL, 1470, 5 KW/1 KW (DA-2)	, BLACK	NBN	, $ 23.00	(MMR)		Jay Childress

FM STATIONS

WGFX-F, 104.5, 49 KW @ 1312,	CLASSIC AOR		, $ 48.00	(Banner)	Capitol Johnson	Diane Kruthaupt
WKDF-F, 103.3, 100 KW @ 1233,	AOR	ABC E, ABC R	, $ 94.00	(Katz)	Dick	Steve Dickert
WLAC-F, 105.9, 100 KW @ 1233,	AC		, $ 90.00	(Durpetti)	Fairmont	Elizabeth Yoder
WQQK-F, 92.1, 1.5 KW @ 430,	BLACK		, $ 38.00	(MMR)		Jay Childress
WRMX-F, 96.3, 100 KW @ 826,	AC/OLDIES		, $ 43.00	(Republic)	Signature	Chuck Dunaway
WSIX-F, 97.9, 100 KW @ 1145,	COUNTRY	UNISUP	, $ 100.00	(McGuild)	Capstar	Dave Manning
WSM-F , 95.5, 100 KW @ 1286,	COUNTRY	NBC	, $ 80.00	(Christal)	Gaylord	Bob Meyer
WYHY-F, 107.5, 100 KW @ 1235,	CHR		, $ 87.00	(Eastman)	Jacor (LEBANON)	Michael Kenney
WZEZ-F, 92.9, 100 KW @ 1053,	EZ/SOFT AC		, $ 50.00	(Eastman)	South Central	Glen Powers

Miscellaneous Comments: WYHY-F sold by Jacor to Legacy 2 for $32,000,000 (Americom) (price included cost of WMJI-F in Cleveland...

NASSAU-SUFFOLK

Arbitron Rank/Pop (12+): 13/2,244,400

MSA Rank/Pop: 11/2,643,600
New York ADI
Average Person Ratings: 18.8
Market TSL: 24.50 hours

Stations: 40/14
Diaries: 1851/1212:1/53.5%
Sample Target: 1650
% Below Line: NA
% Not Listed: NA

1989 Revenue: $32,300,000
HH Inc.: NA
Retail $: 24.4 Bil
Pop per Station: 160,314
#1 Biller: WALK-AF $8,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WALK-AF	(AC)	297/ 7.0	6.8	6.1	6.4	8.1	6.6		3076/13.7	14.1	15.1		7.8	292	3282	WALK-AF
2. WBLI-F	(CHR)	200/ 4.7	5.0	5.8	5.4	5.4	5.2		2920/13.0	15.4	13.5		2.9	112	2843	WBLI-F
3. WBAB-F	(AOR)	183/ 4.3	5.0	5.7	5.2	4.9	5.1		2632/11.7	15.2	14.4		6.0	232	3219	WBAB-F
4. WYNY-F	(C)	156/ 3.7	3.4	2.9	3.1	3.1	3.3		1871/ 8.3	7.4	8.2		2.3	88	1775	WYNY-F
5. WKJY-F	(SAC)	139/ 3.3	3.6	2.9	3.5	3.1	3.3		1864/ 8.3	7.6	7.2		2.3	87	1691	WKJY-F
6. WCTO-F	(EZ)	127/ 3.0	2.7	2.4	1.5	2.6	2.4		1209/ 5.4	5.9	6.2		1.9	72	1042	WCTO-F
7. WHLI	(BB)	110/ 2.6	3.8	3.9	2.4	3.0	3.2		975/ 4.3	5.5	4.4		2.7	102	915	WHLI
8. WGSM	(BB)	82/ 1.9	2.5	2.2	1.1	1.4	1.9		764/ 3.4	3.1	2.6		1.2	46	376	WGSM
9. WDRE-F	(AOR)	73/ 1.7	1.8	1.5	1.5	1.7	1.6		1248/ 5.6	4.5	5.4		2.8	107	1497	WDRE-F
10. WRCN-F	(AOR)	45/ 1.1	0.9	0.5	0.7	1.0	0.8		558/ 2.5	2.2	3.1		1.3	51	592	WRCN-F
11. WWHB-F	(CHR)	21/ 0.5	0.4	0.4	——	0.4	0.3		265/ 1.2	1.2	1.1		0.4	14	339	WWHB-F
12. WBAZ-F	(SAC)	18/ 0.4	——	0.3	——	——	0.2		323/ 1.4	0.8	0.0		0.5	19	439	WBAZ-F
13. WLIX	(REL)	13/ 0.3	0.4	0.3	——	——	0.3		165/ 0.7	1.1	0.0					WLIX
14.																
15.																

NOTE: Nassau-Suffolk is a portion of the New York metro. Only stations home to the Nassau-Suffolk survey area are included. There is no TSA.

12+ FM SHARE (METRO): NA (SPG 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLI-F>	1 WBAB-F>	1 WALK-AF	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WALK-AF>	1 WBAB-F<	1 WALK-F>
2	2 WALK-AF	2 WBAB-F	2 WBLI-F	2 WBLI-F<	2 WYNY-F	2 WBLI-F>	2 WBAB-F	2 WBAB-F	2 WBLI-F	2 WBLI-F
3	3 WBLI-F>	3 WBLI-F>	3 WBAB-F	3 WYNY-F	3 WCTO-F	3 WYNY-F<	3 WBLI-F<	3 WBLI-F	3 WALK-AF>	3 WYNY-F
4	4 WDRE-F	4 WKJY-F	4 WKJY-F	4 WBAB-F	4 WHLI	4 WBAB-F	4 WKJY-F	4 WYNY-F	4 WYNY-F	4 WKJY-F
5	5 WKJY-F	5 WYNY-F	5 WYNY-F	5 WKJY-F	5 WBLI-F	5 WKJY-F	5 WYNY-F	5 WKJY-F	5 WDRE-F	5
6	6	6	6	6	6 WKJY-F	6 WCTO-F	WCTO-F	6 WCTO-F	6 WKJY-F	6
					7 WGSM					

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBAB-F	1 WALK-AF	1 WALK-AF>	1 WALK-AF	1 WALK-AF>		1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F>>	1 WBAB-F	1 WALK-AF
2 WBLI-F>	2 WBAB-F<	2 WBLI-F	2 WBLI-F>	2 WBLI-F		2 WDRE-F>	2 WDRE-F	2 WALK-AF	2 WALK-AF>	2 WBAB-F>
3 WALK-AF	3 WBLI-F>	3 WKJY-F	3 WKJY-F	3 WYNY-F		3 WRCN-F	3 WALK-AF	3 WBLI-F	3 WBLI-F	3 WYNY-F
WDRE-F>	4 WKJY-F>	4 WBAB-F>>	4 WBAB-F	4 WKJY-F>		4 WALK-AF	4 WBLI-F	4 WDRE-F	4 WYNY-F	4 WBLI-F
5 WKJY-F	5 WDRE-F	5 WYNY-F	5 WYNY-F	5 WBAB-F		WBLI-F	5 WRCN-F	5 WRCN-F	WDRE-F	5 WKJY-F
6 WWHB-F	6 WYNY-F	6	6	6		6	6	6 WKJY-F	6	6

OTHER RATED STATIONS	METRO SHARE / CUME RTG.		
See New York for more about the following stations:			
WABC	2.9/ 8.3	WNEW-F	1.2/ 3.7
WBLS-F	2.1/ 4.7	WNSR-F	2.9/ 9.0
WCBS	2.8/12.6	WOR	3.6/ 8.4
WCBS-F	4.1/13.8	WPAT	.4/ 1.4
WEZN-F	1.4/ 5.9	WPAT-F	2.2/ 6.1
WFAN	3.9/12.8	WPLJ-F	2.3/11.8
WHTZ-F	4.6/17.9	WPLR-F	.9/ 2.6
WINS	2.1/11.9	WQCD-F	1.4/ 5.5
WJAZ-F	.3/ 1.4	WQHT-F	2.9/ 8.6
WLIB	.8/ 1.2	WQXR-F	1.2/ 3.9
WLTW-F	2.8/ 9.7	WRKS-F	2.8/ 6.5
WNCN-F	.7/ 3.4	WSKQ-F	.5/ 1.1
WNEW	1.2/ 3.7	WXRK-F	3.7/10.9

RADIO STATIONS

WGSM , 740, 25 KW (DAYS, DA) ,	Nostalgia/MOR	UNISUP/ULT, $ 47.00 (Roslin)	Greater Media	Paul Fleishman
WHLI , 1100, 10 KW (DAYS, DA) ,	Nostalgia	UNISUP, $ 48.00 (Katz)	Barnstable	Ken Harris
WLIX , 540, 250 W (DAYS) ,	Religion	, $ 25.00 (——)		Lloyd Parker
WALK-F, 97.5, 45 KW @ 530 ,	AC	, $160.00 (Durpetti)	American	Ron Gold
WBAB-F, 102.3, 3 KW @ 268 ,	AOR	, $140.00 (MMR)	Noble	Tony Michaels
WBAZ-F, 101.7, 6 KW @ 231 ,	Soft AC	UNISUP, $ 30.00 (——)		Jeff Fisher
WBLI-F, 106.1, 25 KW @ 492 ,	CHR	, $111.00 (Katz)	Beck-Ross	Herb Usenheimer
WCTO-F, 94.3, 3 KW @ 300 ,	EZ/Btfl	, $ 55.00 (Roslin)	Greater Media	Paul Fleishman
WDRE-F, 92.7, 1 KW @ 521 ,	AOR	, $ 64.00 (Katz)		Abe Goren
WKJY-F, 98.3, 3 KW @ 328 ,	Soft AC	, $ 70.00 (Katz)	New Barnstable	Ken Harris
WRCN-F, 103.9, 1.5 KW @ 466 ,	AOR	, $ 40.00 (——)		Gary Starr
WWHB-F, 107.1, 3 KW @ 300 ,	CHR	SOURCE, $ 25.00 (Roslin)		Russ Williams

NEW HAVEN

Arbitron Rank/Pop (12+): 89/393,600
MSA Rank/Pop: 94/525,800
ADI # 23 (w/Hartford)
Average Person Ratings: 17.7
Market TSL: 23.25 hours

Stations: 30/6
Diaries: 864/462:1/49.6%
Sample Target: 780
% Below Line: 47.8
% Not Listed: 12.6

1989 Revenue: $16,600,000
HH Inc.: $36,352
Retail $: 4.3 Bil
Pop per Station: 65,600
#1 Biller: WKCI-F $8,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKCI-F	(CHR)	84/12.1	14.7	13.3	11.7	12.9	——	186/2797	1089/27.7	30.4	32.9		13.2	90	1272	WKCI-F
2. WELI	(MOR)	64/ 9.2	9.9	10.2	10.1	9.9	——	71/896	701/17.8	23.0	20.1		6.6	45	638	WELI
3. WEZN-F	(SAC)	51/ 7.3	5.2	6.4	6.6	6.7	——	176/2037	628/16.0	14.3	16.2		3.8	26	445	WEZN-F
4. WPLR-F	(AOR)	50/ 7.2	9.0	7.0	7.1	8.2	——	114/1894	786/20.0	19.6	18.4		8.4	57	776	WPLR-F
5. WAVZ	(BB)	36/ 5.2	3.8	4.9	4.8	4.4	——	45/472	338/ 8.6	8.9	9.0		4.0	27	292	WAVZ
6. WWYZ-F	(C)	35/ 5.0	3.5	4.0	4.4	0.5	——	97/1100	403/10.2	7.9	8.9		4.6	31	327	WWYZ-F
7. WKSS-F	(CHR)	32/ 4.6	2.9	3.7	3.9	4.4	——	82/1405	554/14.1	12.1	13.2		10.0	68	1034	WKSS-F
8. WDRC-F	(O)	27/ 3.9	4.6	6.4	5.7	3.7	——	75/1173	440/11.2	12.9	13.8		3.4	23	316	WDRC-F
9. WFAN	(T)	26/ 3.7	3.4	2.2	2.3	——	——	69/1168	347/ 8.8	10.7	7.6		3.1	21	352	WFAN
WNHC	(B)	26/ 3.7	3.1	3.3	4.7	4.2	——	30/388	313/ 8.0	8.6	8.0		2.9	20	350	WNHC
11. WEBE-F	(AC)	25/ 3.6	3.1	3.0	2.9	3.2	——	94/1270	390/ 9.9	9.4	8.4		2.1	14	230	WEBE-F
12. WIOF-F	(AC)	23/ 3.3	2.8	3.0	3.2	3.0	——	47/851	365/ 9.3	8.8	7.5		2.5	17	453	WIOF-F
13. WRCH-F	(EZ)	19/ 2.7	2.4	3.6	3.5	4.9	——	40/739	334/ 8.5	6.7	6.5		1.6	11	154	WRCH-F
14. WYBC-F	(J)	15/ 2.2	2.0	1.2	0.5	1.2	——	15/288	275/ 7.0	6.1	5.8		2.6	18	406	WYBC-F
15.																

12+ FM SHARE (METRO): 66.78% (406 of 608) (SPG 89: 65.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKCI-F>>	1 WKCI-F	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >	1 WELI <	1 WKCI-F>	1 WKCI-F>	1 WKCI-F>	1 WELI >
2 WKSS-F	2 WPLR-F>	2 WPLR-F>	2 WPLR-F	2 WPLR-F	2 WEZN-F	2 WKCI-F>	2 WPLR-F	2 WELI	2 WELI	2 WTIC >
3	3 WKSS-F>	3 WKSS-F	3 WDRC-F	3 WEZN-F	3 WAVZ	3 WPLR-F	3 WEZN-F	3 WEZN-F	3 WKSS-F<	3 WWYZ-F
4	4 WNHC	4 WEZN-F	4 WWYZ-F	WDRC-F	4 WWYZ-F	4 WEZN-F	4 WELI	WPLR-F	4 WEZN-F	WEZN-F
5	5 WHCN-F	WDRC-F<	WEZN-F	5 WWYZ-F	5 WKCI-F<	5 WFAN	5 WWYZ-F	5 WWYZ-F	5 WWYZ-F	WKCI-F
6	6	6 WWYZ-F	6 WEBE-F	6 WFAN	6 WDRC-F	6	6	6 WKSS-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKSS-F	1 WKCI-F>	1 WKCI-F>>	1 WKCI-F>>	1 WKCI-F>	1 WPLR-F>	1 WPLR-F	1 WPLR-F	1 WPLR-F	1 WKCI-F
WKCI-F>>	2 WKSS-F	2 WPLR-F	2 WKSS-F	2 WEZN-F	2 WKSS-F	2 WKCI-F>	WKCI-F>	2 WKCI-F>	2 WPLR-F
3 WPLR-F	3 WPLR-F	3 WEBE-F	WEZN-F	3 WELI	3 WNHC	3 WKSS-F	3 WWYZ-F	3 WFAN	3 WFAN
WNHC	4 WNHC	4	4 WIOF-F	4 WIOF-F	WKCI-F>	4 WFAN	4 WFAN	4 WWYZ-F	WDRC-F
5 WTIC-F>	5		WPLR-F	5 WEBE-F	5 WCCC-F	5 WWYZ-F	5 WHCN-F	WDRC-F	5 WWYZ-F
6	6		6	6	WYBC-F>	WHCN-F	6 WRKS-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		128 (4)	128 (4)	21.1	20.6
AOR/CLASSIC		70 (4)	70 (4)	11.5	10.3
AC/OLDIES/SOFT ROCK	4 (1)	126 (4)	130 (5)	21.4	22.6
MOR/VARIETY	78 (3)		78 (3)	12.8	14.6
COUNTRY		37 (2)	37 (2)	6.1	4.7
BLACK/URBAN	26 (1)	9 (2)	35 (3)	5.8	6.1
BEAUTIFUL/EASY		19 (1)	19 (1)	3.1	4.2
NEWS/TALK	48 (4)		48 (4)	7.9	8.9
NOSTALGIA	36 (1)		36 (1)	5.9	5.7
RELIGION/GOSPEL	10 (1)		10 (1)	1.6	0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		15 (1)	15 (1)	2.5	1.4
UNKNOWN/OTHERS		2 (1)	2 (1)	0.3	
	202 (11)	406 (19)	608 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WABC	770	New York	0.4/2.0/ 13/ 310
WBLS-F	107.5	New York	0.4/2.0/ 5/ 184
WCBS	880	New York	1.7/8.1/ 36/ 943
WCCC-F	106.9	Hartford	0.6/3.7/ 25/ 485
WFIF	1500	Milford	1.4/1.9/ 15/ 123
WHCN-F	105.9	Hartford	1.9/6.9/ 47/ 920
WICC	600	Bridgeport	0.3/3.2/109/1288
WLVH-F	93.7	Hartford	0.3/1.5/ 2/ 85
WMMW	1470	Meriden	0.6/1.2/ 12/ 134
WOR	710	New York	1.0/3.2/ 22/ 455
WQHT-F	97.1	New York	0.3/1.2/ 15/ 315
WRKI-F	95.1	Brookfield	0.4/3.4/ 31/ 783
WRKS-F	98.7	New York	0.9/2.8/ 27/ 383
WTIC	1080	Hartford	0.7/5.2/ 80/ 992
WTIC-F	96.5	Hartford	1.4/7.0/ 32/ 779
WYNY-F	103.5	Lk.Success/NY	0.3/1.3/ 15/ 269

RADIO STATIONS

WAVZ, 1300, 1 KW (DA-N)	, NOST.	UNISUP, UNIULT	, $ 32.00 (McGuild)	Noble	Faith Zila
WELI, 960, 5 KW (DA-N)	, MOR/FULL S&R.		, $ 66.00 (Banner)	Clear Channel	Stan Shields
WNHC, 1340, 1 KW	, BLACK	SBN	, $ 18.00 ([illegible] & P)		Edith Willis
WKCI-F, 101.3 10 KW @ 1070, CHR		UNISUP	, $ 156.00 (McGuild)	Noble	Faith Zila
WPLR-F, 99.1, 14 KW @ 950, AOR			, $ 84.00 (Durpetti)	Southern Starr	Manuel Rodriguiz
WYBC-F, 94.3, 1 KW @ 100, JAZZ/VARIOUS			, $ 20.00 (——)		David Wider

OTHER RANKED STATIONS — See Hartford, New Haven or New York

NEW ORLEANS

Arbitron Rank/Pop (12+): 35/1,072,400

MSA Rank/Pop: 38/1,303,100
ADI # 36
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 25/25
Diaries: 1460/735:1/48.9%
Sample Target: 1500
% Below Line: 0.0
% Not Listed: 8.2

1989 Revenue: $28,400,000
HH Inc.: $242,283
Retail $: 9.0 Bil
Pop per Station: 42,896
#1 Biller: WEZB-F $5,100,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WYLD-F	(B)	251/12.9	15.1	15.1	13.3	9.3	14.1	269/2645	2302/21.5	20.7	19.2		15.3	268	3045	WYLD-F
2. WEZB-F	(CHR)	219/11.2	10.1	10.8	11.1	12.4	10.8	249/3633	2975/27.7	28.4	28.5		12.4	217	3255	WEZB-F
3. WQUE-AF	(B/U)	194/10.0	8.7	10.0	10.9	10.3	9.9	233/2391	2664/24.8	23.9	25.8		11.6	202	3686	WQUE-AF
4. WLMG-F	(AC)	115/ 5.9	6.2	5.4	5.1	5.0	5.7	130/1842	1576/14.7	13.2	13.9		2.9	50	958	WLMG-F
5. WWL	(N/T)	106/ 5.4	5.4	6.3	6.1	4.8	5.8	143/2340	1714/16.0	22.7	14.0		6.7	118	1632	WWL
WNOE-F	(C)	106/ 5.4	5.6	3.5	3.4	3.1	4.5	174/2277	1338/12.5	9.5	8.1		6.1	107	927	WNOE-F
7. WLTS-F	(AC)	104/ 5.3	6.3	4.6	6.2	7.8	5.6	121/1695	1363/12.7	15.7	16.6		6.2	108	1030	WLTS-F
8. WCKW-F	(AOR)	90/ 4.6	3.8	3.5	2.8	3.9	3.7	127/1610	1129/10.5	9.8	10.1		5.5	96	1506	WCKW-F
9. WBYU	(BB)	75/ 3.9	4.6	4.6	5.0	5.4	4.5	75/719	711/ 6.6	9.3	8.9		2.1	37	481	WBYU
10. WBOK	(R/G)	73/ 3.7	4.2	4.8	4.4	4.7	4.3	81/824	708/ 6.6	7.2	6.8		2.6	46	591	WBOK
11. WRNO-F	(AOR)	70/ 3.6	3.6	3.8	3.0	4.8	3.5	107/1781	1300/12.1	12.6	13.0		5.7	99	1841	WRNO-F
12. KQLD-F	(O)	69/ 3.5	5.3	4.6	2.5	1.7	4.0	81/1219	1060/ 9.9	11.7	4.5		3.9	69	997	KQLD-F
13. WMXZ-F	(AC)	65/ 3.3	1.9	2.7	3.3	2.8	2.8	72/1292	1159/10.8	7.0	7.7		2.3	41	673	WMXZ-F
14. WYLD	(R/G)	47/ 2.4	2.1	1.9	2.1	1.7	2.1	54/650	519/ 4.8	5.7	6.9		1.6	28	438	WYLD
15. KHOM-F	(O)	45/ 2.3	1.3	2.5	2.6	2.5	2.2	106/1427	692/ 6.5	7.8	7.1		0.9	15	362	KHOM-F
16. WSMB	(T)	34/ 1.7	1.8	1.6	1.1	1.4	1.5	34/460	447/ 4.2	4.9	4.6		1.7	30	392	WSMB
17. WYAT	(BB)	26/ 1.3	0.6	1.0	1.4	1.9	1.1	27/323	298/ 2.8	3.4	4.6		0.3	6	168	WYAT
18. WNOE	(C)	21/ 1.1	1.2	0.9	0.9	1.0	1.0	26/498	355/ 3.3	2.5	3.4		1.1	20	337	WNOE
19. WTIX	(T)	20/ 1.0	0.9	1.3	1.5	1.5	1.2	27/584	492/ 4.6	4.4	5.0		1.0	18	351	WTIX
20.																

12+ FM SHARE (METRO): 74.73% (1337 of 1789) (SPG 89: 70.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WEZB-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WWL	1 WEZB-F>	1 WYLD-F	1 WYLD-F	1 WYLD-F>	1 WYLD-F>>
2 WYLD-F>	2 WEZB-F<	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WNOE-F	2 WYLD-F	2 WEZB-F	WEZB-F	2 WQUE-AF	2 WWL <
3 WQUE-AF	3 WQUE-AF>	3 WQUE-AF>	3 WQUE-AF	3 WQUE-AF	3 WBYU <	3 WWL	3 WQUE-AF	3 WQUE-AF>	3 WEZB-F>>	3 WQUE-F
4	4 WCKW-F>	4 WLMG-F	4 WLMG-F	4 WLMG-F	4 WYLD-F	4 WQUE-AF>	4 WLMG-F	4 WNOE-F	4 WBOK	4 WBOK >>
5	5 WLMG-F	5 WLTS-F	5 WLTS-F	5 WLTS-F	5 WBOK <	5 WNOE-F<	5 WLTS-F	WLMG-F<	5 WRNO-F	5 WEZB-F>
6	6 WLTS-F	WCKW-F	6 WCKW-F	6 WNOE-F	6 WLMG-F	6 WLMG-F	6 WWL	6 WLTS-F	6	6 WCKW-F
7	7 WRNO-F	7	7 KQLD-F	7 WWL <	7 WLTS-F	7 WLTS-F	7 WNOE-F	7 WWL	7	7
8	8	8	8	8 KQLD-F	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F	1 WYLD-F
2 WQUE-AF<	2 WQUE-AF	2 WQUE-AF	2 WEZB-F<	2 WLMG-F<
3 WEZB-F>>	3 WEZB-F>	3 WEZB-F	3 WQUE-AF	3 WEZB-F
4 WLTS-F	4 WLMG-F	4 WLMG-F>	4 WLMG-F	4 WQUE-AF
5 WMXZ-F	5 WLTS-F	5 WMXZ-F	5 WLTS-F>	5 WLTS-F>
WLMG-F>	6 WMXZ-F	WLTS-F	6 WMXZ-F	6 WNOE-F
7 WRNO-F	7	7 KQLD-F>	7 KQLD-F	KQLD-F
WCKW-F>>	8	8 WNOE-F	8	8
9	9	WCKW-F>>	9	9

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYLD-F	1 WYLD-F<	1 WCKW-F	1 WYLD-F	1 WYLD-F
2 WQUE-AF	2 WEZB-F	2 WEZB-F	2 WEZB-F	2 WEZB-F
3 WEZB-F<	WCKW-F	3 WYLD-F	3 WCKW-F<	3 WCKW-F
4 WRNO-F	4 WQUE-AF	4 WQUE-AF>	4 WQUE-AF>	4 WQUE-AF
5 WCKW-F>>	5 WRNO-F	5 WLTS-F<	5 WRNO-F	5 WLTS-F<
6 WMXZ-F>	6	6 WRNO-F	6	6 WWL
7 WLMG-F>	7	7 WLMG-F	7	7 WNOE-F
8	8	8 KGLA <	8	8
9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		219 (1)	219 (1)	12.2	14.3
AOR/CLASSIC		160 (2)	160 (2)	8.9	9.6
AC/OLDIES/SOFT ROCK		398 (5)	398 (5)	22.2	18.9
MOR/VARIETY					
COUNTRY	21 (1)	106 (1)	127 (2)	7.1	8.1
BLACK/URBAN	4 (1)	441 (2)	445 (3)	24.9	23.5
BEAUTIFUL/EASY	17 (1)		17 (1)	1.0	
NEWS/TALK	160 (3)		160 (3)	8.9	10.3
NOSTALGIA	101 (2)		101 (2)	5.6	5.9
RELIGION/GOSPEL	134 (4)		134 (4)	7.5	7.0
SPANISH	15 (1)		15 (1)	0.8	1.1
CLASSICAL					
JAZZ/NEW AGE		13 (1)	13 (1)	0.7	
UNKNOWN/OTHERS					1.1
	452 (13)	1337 (12)	1789 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGLA	1540	Gretna	0.8/1.1/ 15/ 129
KNOK-F	102.9	Belle Chse/NO	0.7/1.9/ 15/ 231
WADU	830	Norco/Kenner	0.9/2.0/ 24/ 279
WSHO	800	New Orleans	0.4/1.4/ 9/ 178
WVOG	600	New Orleans	0.3/1.5/ 7/ 189

RADIO STATIONS

AM STATIONS

WBOK	1230	1 KW	GOSPEL	SBN, UNIULT	$ 24.00	(---)		Annette Pete
WBYU	1450	1 KW	NOSTALGIA/EZ	SMN	$ 30.00	(Roslin)		Dave Smith
WNOE	1060	50 KW/5 KW (DA-2)	SEE WNOE-F					
WSMB	1350	5 KW (DA-2)	TALK	MBS, ABC I	$ 25.00	(Smith)		Jim Mikovich
WTIX	690	10 KW/5 KW (DA-2)	TALK	NBC, MBS	$ 22.00	(---)		Barry Chickinl
WWL	870	50 KW (DA-1)	NEWS/TALK	CBS	$ 60.00	(Katz)	Keymarket	Johnny Andrews
WYAT	990	250 W	NOSTALGIA	RADRAD, UNISP	$ 20.00	(Durpetti)		Ed Muniz
WYLD	940	10 KW/500 W (DA-2)	GOSPEL		$ 20.00	(HNWH)	Interurban	Penny Brazile

FM STATIONS

KHOM	104.1	100 KW @ 1954	OLDIES	NBC	$ 30.00	(Torbet)	(HOUMA)	Ray Sardi
KQLD	106.7	100 KW @ 983	OLDIES		$ 35.00	(McGuild)	Beasley (PORT SULPHUR)	Harry Williams
WCKW	92.3	100 KW @ 1954	AOR	SOURCE	$ 39.00	(Republic)	(LAPLACE)	Sid Levet
WEZB	97.1	100 KW @ 984	CHR		$ 100.00	(MMR)		Marc Leunissen
WLMG	101.9	100 KW @ 825	AC		$ 55.00	(Katz)	Keymarket	Don de la Houssaye
WLTS	105.3	100 KW @ 902	SOFT AC	RADRAD	$ 60.00	(Durpetti)		Ed Muniz
WMXZ	95.7	100 KW @ 984	AC		$ 44.00	(Christal)	Stoner	Ric Frances
WNOE	101.1	100 KW @ 1004	COUNTRY	ABC E, UNISUP	$ 50.00	(McGuild)	New Market	George Noe
WQUE	93.3	100 KW @ 984	URBAN/CHR		$ 76.00	(Christal)	Clear Channel	John Rockweiler
WRNO	99.5	100 KW @ 1004	AOR	ABC R, ABC F	$ 51.00	(MMR)		Joe Costello
WYLD	98.5	100 KW @ 984	BLACK	ABC C	$ 61.00	(HNWH)	Interurban	Penny Brazile

MISCELLANEOUS COMMENTS: WQXY-F changes to WMXZ-F (Feb) . . . WMXZ changes from Country to AC (Feb) . . .

NEW YORK

Arbitron Rank/Pop (12+): 1/14,126,100
MSA Rank/Pop: 1/15,400,000
ADI # 1
Average Person Ratings: 19.6
Market TSL: 25.50 hours

Stations: 43/42
Diaries: 6859/2059:1/51.1%
Sample Target: 4000
% Below Line: 0.4
% Not Listed: 10.3

1989 Revenue: $315,700,000
HH Inc.: $32,828
Retail $:120.0 Bil
Pop per Station: 336,335
#1 Biller: WINS $25,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WPAT-AF	(EZ)	1434/ 5.2	5.2	6.3	5.5	5.6	5.6	1463/17070	16379/11.6	14.9	17.5	3.3	719	8464	WPAT-AF
2. WRKS-F	(B)	1417/ 5.1	4.5	4.1	3.9	4.1	4.4	1468/17037	16168/11.4	11.0	10.3	6.3	1677	18024	WRKS-F
3. WHTZ-F	(CHR)	1281/ 4.6	4.7	4.3	5.7	6.0	4.8	1310/23618	22840/16.2	16.2	17.7	5.4	1430	23238	WHTZ-F
4. WCBS-F	(O)	1278/ 4.6	5.1	4.1	4.2	5.0	4.5	1334/19066	17967/12.7	12.4	14.4	4.5	1201	13709	WCBS-F
5. WINS	(N)	1200/ 4.3	4.8	4.7	4.5	4.7	4.6	1207/25946	25610/18.1	20.5	19.5	3.5	928	19442	WINS
6. WLTW-F	(AC)	1122/ 4.1	4.8	4.7	5.7	5.3	4.8	1149/17510	17035/12.1	12.8	13.2	4.0	1079	12449	WLTW-F
7. WQHT-F	(CHR)	1097/ 4.0	4.0	4.0	3.9	4.0	4.0	1148/15352	14402/10.2	10.9	10.6	5.3	1407	16966	WQHT-F
8. WNEW-F	(AOR)	1086/ 3.9	3.4	3.7	4.2	4.2	3.8	1149/16733	15568/11.0	11.1	11.2	5.3	1428	15476	WNEW-F
9. WOR	(T)	1083/ 3.9	4.0	4.6	4.3	3.7	4.2	1208/15393	13634/ 9.7	10.3	9.1	3.7	977	11227	WOR
10. WBLS-F	(B)	1058/ 3.8	4.0	3.8	3.7	2.9	3.8	1073/13974	13633/ 9.7	9.5	9.4	5.0	1338	15627	WBLS-F
11. WNSR-F	(AC)	1030/ 3.7	3.0	3.5	3.2	3.5	3.3	1054/16080	15442/10.9	10.2	11.0	3.3	869	11551	WNSR-F
12. WCBS	(N)	1000/ 3.6	3.4	3.5	3.4	3.0	3.5	1114/21994	19416/13.7	13.5	12.0	2.9	775	12989	WCBS
13. WXRK-F	(CL AOR)	944/ 3.4	3.2	3.1	3.6	3.4	3.3	1030/17646	16235/11.5	10.7	10.7	3.3	875	13894	WXRK-F
14. WFAN	(T)	904/ 3.3	2.4	2.7	3.1	2.5	2.9	1045/16868	14250/10.1	8.7	10.1	2.7	720	12350	WFAN
15. WPLJ-F	(CHR)	717/ 2.6	2.6	3.0	3.5	3.1	2.9	772/19223	17777/12.6	13.0	13.8	3.3	871	20223	WPLJ-F
16. WABC	(T)	707/ 2.6	2.8	2.8	2.6	3.2	2.7	782/13579	12015/ 8.5	7.8	9.6	2.9	783	9136	WABC
17. WYNY-F	(C)	661/ 2.4	2.4	2.5	3.1	2.3	2.6	716/10069	9277/ 6.6	6.0	7.1	2.0	532	7321	WYNY-F
18. WNEW	(BB)	658/ 2.4	1.7	2.3	2.5	1.9	2.2	697/8948	8258/ 5.8	6.2	5.2	1.8	481	5789	WNEW
19. WQCD-F	(J/NA)	623/ 2.3	1.8	2.3	2.2	2.5	2.2	639/9213	8878/ 6.3	6.6	7.3	2.9	772	8544	WQCD-F
20. WSKQ-F	(SP)	571/ 2.1	2.6	1.6	1.3	2.4	1.9	571/5569	5543/ 3.9	3.2	3.4	1.0	269	4269	WSKQ-F
21. WLIB	(B)	527/ 1.9	1.3	1.7	1.2	1.0	1.5	529/4855	4822/ 3.4	3.1	2.7	1.2	313	3380	WLIB
22. WQXR-F	(CL)	493/ 1.8	1.8	1.3	1.2	1.2	1.5	515/8084	7665/ 5.4	4.4	4.5	1.3	340	4580	WQXR-F
23. WADO	(SP)	463/ 1.7	1.8	1.7	1.7	1.2	1.7	464/4307	4292/ 3.0	2.8	2.2	0.8	207	3723	WADO
24. WNCN-F	(CL)	449/ 1.6	1.5	1.5	1.4	1.3	1.5	466/7931	7545/ 5.3	5.5	4.6	1.1	285	5511	WNCN-F
25. WSKQ	(SP)	348/ 1.3	1.1	1.4	1.2	0.7	1.3	348/3443	3420/ 2.4	2.0	1.8	0.8	208	2602	WSKQ
26. WALK-F	(AC)	306/ 1.1	1.1	1.0	1.0	1.2	1.0	313/3671	3447/ 2.4	2.6	2.8	1.3	356	3829	WALK-F
27. WDRE-F	(AOR)	246/ 0.9	0.7	0.8	0.6	0.7	0.8	248/3813	3747/ 2.7	2.5	2.2	1.1	288	4123	WDRE-F
28. WWRL	(REL)	211/ 0.8	1.0	1.1	0.7	1.0	0.9	211/2402	2402/ 1.7	2.2	2.4	1.0	261	2770	WWRL
WBLI-F	(CHR)	211/ 0.8	0.8	0.9	0.8	0.8	0.8	214/3308	3156/ 2.2	2.5	2.2	0.5	128	3078	WBLI-F
30. WKDM	(SP)	209/ 0.8	0.7	0.7	0.4	0.4	0.6	209/2659	2655/ 1.9	1.6	1.4	0.4	114	1076	WKDM

12+ FM SHARE (METRO): 66.77% (16570 of 24815) (SPG 89: 70.76%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHTZ-F	1 WNEW-F	1 WCBS-F<	1 WCBS-F>	1 WCBS-F>	1 WPAT-AF>	1 WINS	1 WPAT-AF	1 WRKS-F	1 WRKS-F>	1 WINS >>
2 WQHT-F<	2 WRKS-F	2 WRKS-F<	2 WNEW-F<	2 WLTW-F	2 WOR <	2 WXRK-F<	2 WCBS-F<	2 WPAT-AF<	2 WQHT-F<	2 WOR >>
3 WRKS-F>	3 WXRK-F	3 WNEW-F	3 WNSR-F	3 WNSR-F	3 WINS <	3 WCBS	3 WLTW-F	3 WQHT-F	3 WBLS-F	3 WCBS >>
4 WPLJ-F	4 WQHT-F<	4 WBLS-F<	WBLS-F	WBLS-F<	4 WCBS-F	4 WHTZ-F<	4 WNSR-F	4 WNEW-F	4 WFAN <	4 WBLS-F>>
5	5 WHTZ-F	5 WXRK-F	5 WXRK-F	5 WNEW-F	5 WCBS	5 WOR	5 WNEW-F	WLTW-F	5 WHTZ-F	5 WRKS-F>>
6	6 WBLS-F	WNSR-F	WLTW-F<	6 WXRK-F	6 WLTW-F	6 WPAT-AF	6 WRKS-F	WHTZ-F<	6 WOR	6 WFAN <
7	7 WNSR-F>	7 WHTZ-F	7 WRKS-F	WRKS-F	7 WABC <	7 WCBS-F<	WHTZ-F	7 WCBS-F	7 WNEW-F<	7 WCBS-F
8	8 WLTW-F	8 WLTW-F	8 WHTZ-F	8 WHTZ-F	8 WFAN	8 WRKS-F	8 WQHT-F	8 WNSR-F	8 WPAT-AF	8 WABC >>
9	9 WPLJ-F	9 WQHT-F	9 WQCD-F	WFAN	9 WNEW	9 WFAN	WOR	9 WFAN <	9 WINS <	9 WPAT-F>>
10	10 WSKQ-F	10 WFAN	10 WFAN	10 WQCD-F	10 WYNY-F	10 WNEW-F	10 WBLS-F	10 WABC	10 WPLJ-F	10 WQCD-F
	WCBS-F								WCBS-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKS-F	1 WRKS-F	1 WNSR-F	1 WRKS-F	1 WLTW-F<	1 WNEW-F<	1 WNEW-F	1 WNEW-F	1 WNEW-F	1 WCBS-F
2 WQHT-F	2 WHTZ-F	2 WHTZ-F	2 WNSR-F<	2 WCBS-F	2 WQHT-F<	2 WXRK-F>	2 WXRK-F>	2 WXRK-F	2 WNEW-F
3 WHTZ-F>	3 WQHT-F	3 WRKS-F<	3 WHTZ-F	3 WNSR-F	3 WXRK-F<	3 WRKS-F	3 WBLS-F	3 WCBS-F	WFAN <
4 WNSR-F<	WNSR-F	4 WBLS-F<	4 WLTW-F<	4 WRKS-F<	4 WRKS-F>	4 WBLS-F	4 WRKS-F<	4 WFAN	4 WXRK-F>
5 WNEW-F	5 WNEW-F	5 WNEW-F<	5 WCBS-F<	5 WBLS-F<	5 WBLS-F	5 WQHT-F	5 WFAN	5 WBLS-F	5 WBLS-F
6 WPLJ-F	6 WBLS-F	6 WLTW-F	6 WBLS-F	6 WHTZ-F>	6 WHTZ-F	6 WFAN <	6 WCBS-F	6 WRKS-F	6 WLTW-F
7 WBLS-F	7 WLTW-F	7 WXRK-F	7 WQHT-F	7 WYNY-F<	7 WDRE-F	7 WHTZ-F	7 WNSR-F<	7 WQHT-F	7 WQCD-F
8 WXRK-F<	8 WPLJ-F	WQCD-F<	8 WNEW-F	8 WINS	8 WPLJ-F	8 WNSR-F	8 WQHT-F	WNSR-F	WNSR-F
9 WSKQ-F	9 WXRK-F	9 WQHT-F	9 WPLJ-F	9 WQCD	9 WFAN	9 WCBS-F	9 WHTZ-F	9 WHTZ-F<	9 WRKS-F
WLTW-F	10 WSKQ-F	10 WPLJ-F	10 WSKQ-F	10 WSKQ-F	10 WNSR-F	10 WLTW-F	10 WQCD-F	10 WQCD-F	10 WCBS
				WNEW-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		3306 (4)	3306 (4)	13.3	16.0
AOR/CLASSIC	97 (1)	2557 (5)	2654 (6)	10.7	10.6
AC/OLDIES/SOFT ROCK		3993 (6)	3993 (6)	16.1	18.9
MOR/VARIETY	84 (1)		84 (1)	0.3	
COUNTRY		661 (1)	661 (1)	2.7	2.6
BLACK/URBAN	527 (1)	2475 (2)	3002 (3)	12.1	9.4
BEAUTIFUL/EASY	331 (1)	1326 (3)	1657 (4)	6.7	5.8
NEWS/TALK	4894 (5)		4894 (5)	19.7	20.1
NOSTALGIA	835 (2)		835 (2)	3.4	2.7
RELIGION/GOSPEL	361 (2)	116 (1)	477 (3)	1.9	2.1
SPANISH	1020 (3)	571 (1)	1591 (4)	6.4	5.8
CLASSICAL		942 (2)	942 (2)	3.8	3.2
JAZZ/NEW AGE		623 (1)	623 (1)	2.5	2.8
UNKNOWN/OTHERS	96 (1)		96 (1)	0.4	
	8245 (17)	16570 (26)	24815 (43)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBAB-F	102.3	Babylon	0.7/2.2/194/3127
WCTO-F	94.3	Smithtown	0.5/1.0/137/1394
WDHA-F	105.5	Dover	0.3/1.4/ 99/2238
WEVD	1050	New York	0.3/1.4/ 98/1982
WFME-F	94.7	Newark	0.4/1.3/122/1983
WGSM	740	Huntington	0.3/0.6/ 98/1035
WHLI	1100	Hempstead	0.6/1.0/189/1584
WHUD-F	100.7	Peekskill	0.3/1.0/209/2679
WKJY-F	98.3	Hempstead	0.6/1.5/154/2153
WNJR	1430	Newark	0.5/1.6/150/2293
WZRC	1480	New York	0.4/0.6/ 97/ 787
WEZN-F	99.9	Bridgeprot	0.4/1.5/303/4406

RADIO STATIONS

AM STATIONS

WABC,	770,	50 KW ,	Talk	ABC I,	$250.00	(Banner)	Cap Cities/ABC	Fred Weinhaus
WADO,	1280,	5 KW (DA-1) ,	Hispanic	,	$140.00	(---)	Tichenor	Herb Levin
WCBS,	880,	50 KW ,	News	CBS,	$360.00	(CBS)	CBS	Chris Witting
WEVD,	1050,	50 KW (DA-1) ,	Big Band/Ethnic	UNIULT,	$ 80.00	(Groskin)		Tom Bird
WFAN,	660,	50 KW ,	Sports Talk	NBC UNIPWR,	$260.00	(HNWH)	Emmis	Scott Meier
WINS,	1010,	50 KW (DA-1) ,	News	ABC D,	$400.00	(Group W)	Westinghouse	Warren Mauer
WKDM,	1380,	5 KW (DA-1) ,	Hispanic	,	$ 85.00	(Katz)	United	Jimmie Jeminez
WLIB,	1190,	10 KW (Days, DA) ,	Black News/Talk	SBN,	$ 90.00	(Mc-Guild)	Inner City	Pierre Sutton
WMCA,	570,	5 KW (DA-1) ,	Religion	,	$ NA	(---)	Saleva	Joe Davis
WNEW,	1130,	50 KW (DA-N) ,	Nostalgia/MOR	MBS, NBC,	$150.00	(Eastman)	Westwood One	Michael Kakoyiannis
WOR ,	710,	50 KW (DA-1) ,	Talk	ABC E UNIULT,	$250.00	(Mc-Guild)	Buckley	Bob Bruno
WPAT,	930,	5 KW (DA-2) ,	EZ	,	$ NA	(Katz)	Park	Gene Hobicorn
WQXR,	1560,	50 KW (DA-2) ,	Classical	UNISUP,	$ NA	(MMR)	New York Times	Warren Bodow
WSKQ,	620,	5 KW (DA-2) ,	Hispanic	,	$100.00	(---)	SBS	Claudia Puig
WWDJ,	970,	5 KW (DA-2) ,	Religion	,	$ 40.00	(---)		Joe Battaglia
WWRL,	1600,	5 KW (DA-2) ,	Gospel	NBN,	$ 45.00	(K & P)		Vince Sanders
WZRC,	1480,	5 KW (DA-2) ,	AOR	SMN,	$ NA	(Torbet)	Infinity	Tom Chiusano

FM STATIONS

WBLS,	107.1,	5.4 KW @ 1223 ,	Black	ABC FM,	$320.00	(Mc-Guild)	Inner City	Pierre Sutton
WCBS,	101.1,	7 KW @ 1327 ,	Oldies	RADRAD,	$475.00	(CBS)	CBS	Rod Colarco
WHTZ,	100.3,	7.8 KW @ 1223 ,	CHR	,	$400.00	(Christal)	Malrite	Gary Fisher
WFME,	94.7,	38 KW @ 570 ,	Religion	,	$ NA	(---)	Family (NEWARK)	Art Thompson
WHUD,	100.7,	50 KW @ 500 ,	Btfl/EZ	,	$100.00	(Katz)	(PEEKSKILL)	Steve Petrone
WLTW,	106.7,	7.8 KW @ 1223 ,	Soft AC	,	$425.00	(Katz)	Viacom	George Wolfson
WNCN,	104.3,	7.8 KW @ 1223 ,	Classical	APR UNIULT,	$175.00	(CMBS)	GAF	Matt Field
WNEW,	102.7,	7.8 KW @ 1223 ,	AOR	SOURCE UNIPWR,	$340.00	(Group W)	Westinghouse	Ted Utz
WNSR,	105.1,	7.8 KW @ 1223 ,	AC	UNIPWR,	$279.00	(Mc-Guild)	Bonneville	Mark Bench
WPAT,	93.1,	5.4 KW @ 1418 ,	Btfl/EZ	,	$220.00	(Republic)	Park	Gene Hobicorn
WPLJ,	95.5,	6.8 KW @ 1335 ,	CHR	ABC R,	$240.00	(Banner)	Cap Cities/ABC	
WQCD,	101.9,	5.4 KW @ 1418 ,	Jazz	UNISUP,	$255.00	(Christal)	Tribune Co.	Ray Gardella
WQHT,	97.1,	6.7 KW @ 1346 ,	CHR/Dance	,	$240.00	(HNWH)	Emmis	Judy Ellis
WQXR,	96.3,	7.8 KW @ 1223 ,	Classical	UNISUP,	$160.00	(MMR)	New York Times	Warren Bodow
WRKS,	98.7,	7.8 KW @ 1223 ,	Black	SOURCE UNIPWR,	$275.00	(Durpetti)	Summit	Charles Warfield
WSKQ,	97.9,	7.8 KW @ 1223 ,	Hispanic	,	$100.00	(SBS)	SBS	Claudia Puig
WXRK,	92.3,	7.8 KW @ 1223 ,	Classic AOR	ABC R,	$310.00	(Torbet)	Infinity	Tom Chiusano
WYNY,	103.5,	5.8 KW @ 1390 ,	Country	,	$200.00	(Eastman)	Westwood One	Peg Kelly

CALL LETTER CHANGES	FORMAT CHANGES	STATION SALES
WJIT changes to WZRC (Apr)	WZRC changes from Hispanic to AOR (Apr)	

NORFOLK

Arbitron Rank/Pop (12+): 32/1,144,600

MSA Rank/Pop: 33/1,403,400
ADI # 42
Average Person Ratings: 17.1
Market TSL: 22.75 hours

Stations: 27/27
Diaries: 1410/812:1/54.9%
Sample Target: 1310
% Below Line: 0.0
% Not Listed: 9.5

1989 Revenue: $32,600,000
HH Inc.: $29,175
Retail $: 9.2 Bil
Pop per Station: 42,392
#1 Biller: WNOR-F $4,900,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WNOR-AF	(AOR)	178/ 9.2	9.0	6.5	7.9	6.6	8.1	182/2204	2083/18.2	17.0	15.7		8.2	193	2194	WNOR-AF
2.	WOWI-F	(B)	176/ 9.0	8.2	6.3	6.9	7.3	7.6	191/2175	1853/16.2	15.8	15.2		9.9	232	2472	WOWI-F
3.	WNVZ-F	(CHR)	161/ 8.2	5.4	6.2	5.3	7.6	6.3	177/2493	2218/19.4	18.6	21.0		6.7	157	2176	WNVZ-F
4.	WFOG-F	(EZ)	160/ 8.2	8.9	10.0	6.6	9.0	8.4	198/2122	1689/14.8	17.9	16.3		7.0	164	1333	WFOG-F
5.	WAFX-F	(CL AOR)	146/ 7.5	8.2	8.1	6.8	11.7	7.7	188/2480	1968/17.2	17.4	19.1		9.1	213	2007	WAFX-F
6.	WCMS-AF	(C)	138/ 7.1	8.5	8.8	7.4	9.9	7.9	164/1982	1641/14.3	15.9	17.4		11.0	236	1735	WCMS-AF
7.	WJQI-AF	(SAC)	107/ 5.5	5.5	5.5	5.6	5.1	5.5	114/1712	1644/14.4	13.7	11.3		4.1	93	1183	WJQI-AF
8.	WMYK-F	(B)	101/ 5.2	5.1	5.4	3.9	5.6	4.9	128/1821	1396/12.2	14.1	14.4		6.6	155	1686	WMYK-F
9.	WWDE-F	(AC)	97/ 5.0	3.8	6.8	6.0	4.4	5.4	102/1676	1566/13.7	15.9	12.6		3.5	81	1142	WWDE-F
10.	WLTY-F	(O)	76/ 3.9	3.5	3.1	4.7	4.4	3.8	85/1396	1180/10.3	10.5	12.9		2.5	58	660	WLTY-F
11.	WGH -F	(CHR)	64/ 3.3	3.5	4.1	4.9	3.4	4.0	85/1794	1523/13.3	13.5	11.7		5.3	123	1714	WGH -F
12.	WNIS	(N/T)	54/ 2.8	4.3	3.1	3.5	2.6	3.4	56/876	854/ 7.5	6.2	6.5		3.1	73	741	WNIS
13.	WPCE	(GOSP)	51/ 2.6	2.9	2.9	3.3	2.4	2.9	51/500	456/ 4.0	6.5	4.7		1.1	26	494	WPCE
14.	WZCL-F	(O)	50/ 2.6	2.4	2.2	4.3	1.4	2.9	74/1079	802/ 7.0	7.5	5.6		2.9	68	936	WZCL-F
15.	WTAR	(MOR)	47/ 2.4	2.9	3.0	2.6	2.9	2.7	51/798	738/ 6.4	8.5	8.6		2.5	59	796	WTAR
16.	WBSK	(B)	42/ 2.2	2.7	2.1	3.4	2.1	2.6	42/580	559/ 4.9	7.5	7.8		1.6	37	664	WBSK
17.	WOFM-F	(AOR)	36/ 1.8	1.8	1.3	1.9	0.6	1.7	37/388	369/ 3.2	2.8	2.5		2.0	46	431	WOFM-F
18.	WKEZ-F	(C)	30/ 1.5	1.9	1.7	2.0	1.1	1.8	69/701	410/ 3.6	3.5	3.0		2.4	57	450	WKEZ-F
19.																	
20.																	

12+ FM SHARE (METRO): 86.25% (1524 of 1767) (SPG 89: 85.93%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOWI-F>>	1 WNOR-AF>	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WFOG-F>	1 WNOR-AF	1 WNOR-AF	1 WNOR-AF	1 WOWI-F>	1 WOWI-F
2 WNVZ-F>	2 WNVZ-F	2 WAFX-F<	2 WAFX-F	2 WAFX-F	2 WCMS-AF>>	2 WFOG-F	2 WFOG-F	2 WOWI-F	2 WNVZ-F>	2 WMYK-F
3 WMYK-F	WAFX-F<	3 WNVZ-F	3 WWDE-F<	3 WCMS-AF<	3 WNIS <	3 WNVZ-F	3 WNVZ-F	WAFX-F	3 WAFX-F<	3 WAFX-F
WGH -F	4 WOWI-F>	4 WOWI-F	4 WCMS-AF<	4 WJQI-AF	4 WJQI-AF	4 WCMS-AF	4 WCMS-AF	4 WNVZ-F<	4 WMYK-F	4 WNVZ-F
WAFX-F	5 WJQI-AF	5 WJQI-AF<	5 WJQI-AF	WWDE-F	WLTY-F	WOWI-F<	WAFX-F<	5 WCMS-AF	5 WNOR-AF	5 WJQI-F
6	6 WWDE-F	6 WWDE-F	6 WNVZ-F	6 WFOG-F<	6 WPCE	6 WAFX-F<	6 WJQI-AF	6 WFOG-F	WJQI-AF	6 WWDE-F
7	7 WMYK-F	7 WCMS-AF	WMYK-F	7 WMYK-F	WMYK-F	7 WWDE-F	7 WOWI-F<	7 WMYK-F	7 WCMS-AF	7
8	8	8	8 WOWI-F	8	8	8	8 WWDE-F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WOWI-F	1 WNVZ-F<	1 WWDE-F>	1 WWDE-F<	1 WJQI-AF<
WNVZ-F>	2 WWDE-F<	2 WJQI-AF	2 WJQI-AF	2 WWDE-F
3 WNOR-AF	3 WOWI-F	WAFX-F	3 WNVZ-F	3 WCMS-AF<
4 WJQI-AF	4 WJQI-AF	4 WMYK-F	4 WOWI-F<	4 WFOG-F
5 WGH -F	5 WAFX-F	5 WNVZ-F	5 WCMS-AF	5 WMYK-F
6 WWDE-F	6 WNOR-AF	6 WCMS-AF	6 WMYK-F<	6 WLTY-F
WAFX-F	WMYK-F	WOWI-F	7 WAFX-F	7 WAFX-F<
8	8	8	8	8 WNVZ-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNOR-AF	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF>	1 WNOR-AF>
2 WNVZ-F	2 WAFX-F	2 WAFX-F>	2 WAFX-F	2 WAFX-F>
3 WOWI-F	3 WNVZ-F<	3 WOWI-F	3 WOWI-F<	3 WOWI-F
4 WAFX-F>>	4 WOWI-F>	4 WNVZ-F	4 WNVZ-F>	4 WCMS-AF
5	5	5 WJQI-AF	5 WCMS-AF<	5 WNVZ-F
6	6	6	6 WMYK-F	6 WMYK-F
7	7	7	7 WJQI-AF	7 WLTY-F
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	7 (1)	225 (2)	232 (3)	13.1	12.2
AOR/CLASSIC	5 (1)	355 (3)	360 (4)	20.4	21.0
AC/OLDIES/SOFT ROCK	10 (2)	326 (4)	336 (6)	19.0	15.4
MOR/VARIETY	47 (1)		47 (1)	2.7	3.2
COUNTRY	3 (1)	165 (2)	168 (3)	9.5	12.1
BLACK/URBAN	42 (1)	277 (2)	319 (3)	18.1	16.6
BEAUTIFUL/EASY		160 (1)	160 (1)	9.1	10.3
NEWS/TALK	54 (1)		54 (1)	3.1	3.5
NOSTALGIA					
RELIGION/GOSPEL	75 (4)	16 (1)	91 (5)	5.1	4.3
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.5
	243 (12)	1524 (15)	1767 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGH	1310	Newport News	0.4/1.6/ 7/ 184
WKGM	940	Smithfield	0.3/1.5/ 6/ 216
WKSV-F	96.1	Cp Charles/Va B	0.8/1.6/ 19/ 247
WPEX	1490	Hampton	0.3/1.4/ 6/ 163
WTJZ	1270	Newport News	0.3/1.6/ 7/ 207
WZAM	1110	Norfolk	0.6/1.4/ 14/ 196

RADIO STATIONS

AM STATIONS

WBSK	1350,	5 KW/1 KW (DA-2)	Black	NBN ABC FM,	$ 30.00	(Mc-Guild)	Ragan Henry	Ernest Jackson
WNIS	850,	5 KW/1 KW (DA-2)	News/Talk	NBC ABC T,	$ 37.00	(MMR)	Sinclair	Bob Sinclair
WPCE	1400,	1 KW	Gospel	SBN UNIULT,	$ 25.00	(---)	Willis	Katrina Turner
WTAR	790,	5 KW (DA-1)	MOR/Oldies	CBS UNISUP,	$ 35.00	(Katz)	Landmark	Ron Reeger

FM STATIONS

WAFX	106.9,	100 KW @ 937	Classic AOR	,	$ 61.00	(CBS)	Radio Ventures (P)	Paul Katabian
WCMS	100.5,	50 KW @ 500	Country	ABC E,	$ 95.00	(Eastman)		Marjorie Crump
WFOG	92.9,	50 KW @ 484	EZ	UNIULT,	$ 65.00	(MMR)	Sunshine Wireless	Pam Hughes
WGH	97.3,	74 KW @ 400	CHR	ABC E UNISUP,	$ 40.00	(Durpetti)	Susquehanna	Sandy Goldberg
WJQI	94.9,	50 KW @ 500	Soft AC	UNISUP,	$ 45.00	(Torbet)	Coleman	John Moen
WKEZ	94.1,	50 KW @ 500	Country	UNIULT,	$ 36.00	(Roslin)	Eure	Brad Eure
WLTY	95.7,	40 KW @ 881	Oldies	,	$ 69.00	(Katz)	Landmark	Ron Reeger
WMYK	93.7,	100 KW @ 940	Black	ABC C,	$ 49.00	(Durpetti)	(ELIZABETH CITY)	Paul Lucci
WNOR	98.7,	46 KW @ 520	AOR	SOURCE,	$100.00	(Mc-Guild)	Saga	Joe Schwartz
WNVZ	104.5,	50 KW @ 480	CHR	,	$ 70.00	(Republic)	Wilks-Schwartz	Jim Shea
WOFM	92.1,	2 KW @ 421	AOR	,	$ 25.00	(K & P)	(MOYOCK)	Jim Hunt
WOWI	102.9,	50 KW @ 470	Black	SBN UNIPWR,	$ 57.00	(MC-Guild)	Ragan Henry	Ernest Jackson
WWDE	101.3,	50 KW @ 500	AC	RADRAD,	$ 84.00	(Christal)	Edens	Larry Saunders
WZCL	105.3,	50 KW @ 500	Oldies	MBS ABC D,	$ 40.00	(Banner)	ML/Win	Elsie Sacra

Miscellaneous Comments: WAFX-F sold by Downs to Radio Ventures for $10,000,000 (Blackburn)...WGH A/F sold by Susquehanna to Paco-Jon for $6,500,000 + Tax Certificate (Chapman)...

OKLAHOMA CITY

Arbitron Rank/Pop (12+): 47/813,500

MSA Rank/Pop: 52/975,900
ADI # 40
Average Person Ratings: 15.5
Market TSL: 20.75 hours

Stations: 21/19
Diaries: 1234/659:1/53.2%
Sample Target: 1130
% Below Line: 0.8
% Not Listed: 9.0

1989 Revenue: $23,500,000
HH Inc.: $25,477
Retail $: 7.4 Bil
Pop per Station: 42,815
#1 Biller: KXXY-AF $4,700,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KXXY-F	(C)	196/15.6	14.9	13.3	14.0	14.3	14.4	265/2767	2048/25.2	26.0	27.1		11.5	161	1724	KXXY-F
2.	KATT-F	(AOR)	116/ 9.2	7.0	7.6	4.7	7.5	7.1	197/2193	1433/17.6	18.6	16.9		14.5	204	1779	KATT-F
3.	KKNG-F	(EZ)	101/ 8.0	11.4	8.1	8.8	7.8	9.1	120/1772	1492/18.3	16.1	15.9		4.9	69	748	KKNG-F
4.	KZBS-F	(CHR)	95/ 7.5	6.9	7.7	5.9	6.4	7.0	115/1916	1489/18.3	19.5	18.7		12.8	179	2170	KZBS-F
	KJYO-F	(CHR)	95/ 7.5	9.2	9.2	8.7	10.1	8.6	122/2188	1755/21.6	24.7	27.9		10.3	144	1957	KJYO-F
6.	KMGL-F	(AC)	93/ 7.4	5.9	5.0	4.6	6.4	5.7	117/1539	1272/15.6	13.9	13.6		4.6	65	763	KMGL-F
7.	KEBC-F	(C)	86/ 6.8	7.2	6.4	5.7	6.5	6.5	135/1982	1322/16.3	17.8	14.5		5.3	75	1193	KEBC-F
8.	KTOK	(N/T)	69/ 5.5	5.7	8.2	8.7	5.9	7.0	79/1212	1094/13.4	20.8	12.5		4.3	61	953	KTOK
9.	KRXO-F	(CL AOR)	67/ 5.3	4.4	6.6	6.8	5.4	5.8	83/1279	967/11.9	16.1	15.4		7.8	110	1204	KRXO-F
10.	KLTE-F	(O)	61/ 4.8	5.4	4.0	3.7	4.0	4.5	73/1448	1167/14.3	14.5	12.9		5.5	77	935	KLTE-F
11.	WKY	(C)	48/ 3.8	2.5	4.0	3.0	2.4	3.3	66/1048	719/ 8.8	11.5	7.0		2.1	29	616	WKY
12.	KOMA	(O)	45/ 3.6	4.6	5.9	7.0	5.7	5.3	109/1178	682/ 8.4	12.5	12.1		3.6	51	540	KOMA
13.	KPRW	(B)	16/ 1.3	2.0	1.6	3.4	3.3	2.1	16/224	207/ 2.5	2.9	4.8		1.5	21	320	KPRW
14.																	
15.																	

12+ FM SHARE (METRO): 80.54% (923 of 1146) (SPG 89: 77.31%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KJYO-F>>	1 KATT-F	1 KXXY-F	1 KXXY-F>	1 KXXY-F>	1 KXXY-F	1 KXXY-F>>	1 KXXY-F>	1 KXXY-F>	1 KJYO-F<	1 KXXY-F>
2 KZBS-F>	2 KXXY-F	2 KATT-F	2 KMGL-F<	2 KMGL-F	2 KKNG-F	2 KATT-F	2 KKNG-F	2 KATT-F	2 KXXY-F	2 KKNG-F>
3 KXXY-F	3 KZBS-F	3 KMGL-F	3 KATT-F	3 KATT-F	3 KEBC-F<	3 KTOK	3 KZBS-F	3 KZBS-F	3 KATT-F	3 KTOK
4 KATT-F	4 KJYO-F	4 KZBS-F	4 KRXO-F	4 KRXO-F	4 KTOK >	KKNG-F	KATT-F<	4 KMGL-F<	4 KZBS-F	4 KZBS-F
5	5 KMGL-F	5 KRXO-F	5 KZBS-F	5 KLTE-F<	5 WKY	5 KMGL-F	5 KMGL-F	5 KJYO-F	5 KMGL-F	5 KEBC-F
6	6 KRXO-F	6 KJYO-F	KLTE-F	6 KEBC-F<	KMGL-F	6 KJYO-F<	6 KEBC-F	6 KKNG-F<	6	KATT-F
7	7	7 KLTE-F	7	7 KZBS-F	7	7 KEBC-F	7	7 KEBC-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KXXY-F	1 KXXY-F	1 KMGL-F	1 KXXY-F>	1 KXXY-F>	1 KATT-F>>	1 KATT-F>>	1 KATT-F	1 KATT-F	1 KXXY-F>
2 KJYO-F	2 KZBS-F	2 KXXY-F	2 KMGL-F	2 KMGL-F>	2 KZBS-F	2 KXXY-F	2 KRXO-F	2 KXXY-F>	2 KATT-F
3 KZBS-F>	KJYO-F	3 KZBS-F	3 KZBS-F	3 KZBS-F	3 KJYO-F	3 KRXO-F	3 KXXY-F>	3 KRXO-F>	3 KRXO-F>
4 KATT-F	4 KMGL-F	4 KJYO-F	4 KJYO-F	4 KEBC-F<	4 KXXY-F>	4 KZBS-F>	4 KZBS-F	4 KZBS-F	4 KMGL-F
5 KMGL-F>>	5 KATT-F>	KATT-F	5 KATT-F	5 KLTE-F	5 KOMA	5 KJYO-F	KMGL-F>	5 KMGL-F	KLTE-F<
6	6	6 KLTE-F	6 KLTE-F<	6 KKNG-F<	6	6 KMGL-F	6 KLTE-F	6	6 KEBC-F
7	7	7 KRXO-F	7 KEBC-F	7 KJYO-F	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		190 (2)	190 (2)	16.6	18.1
AOR/CLASSIC		191 (3)	191 (3)	16.7	15.6
AC/OLDIES/SOFT ROCK	50 (2)	154 (2)	204 (4)	17.8	18.3
MOR/VARIETY	5 (1)		5 (1)	0.4	0.4
COUNTRY	53 (2)	287 (3)	340 (5)	29.7	26.2
BLACK/URBAN	16 (1)		16 (1)	1.4	3.6
BEAUTIFUL/EASY		101 (1)	101 (1)	8.8	8.6
NEWS/TALK	69 (1)		69 (1)	6.0	6.5
NOSTALGIA					
RELIGION/GOSPEL	22 (2)		22 (2)	1.9	2.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	8 (1)		8 (1)	0.7	
	223 (10)	923 (11)	1146 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGFF	1450	Shawnee	0.4/1.5/ 5/ 126
KQCV	800	Oklahoma City	0.7/1.9/ 11/ 231
KTLV	1220	Midwest City	1.0/2.1/ 15/ 180
KTNT-F	97.7	Edmond	0.6/2.7/ 8/ 229
KXXY	1340	Oklahoma City	0.4/2.4/ 6/ 241
WWLS	640	Moore/Norman	0.6/2.7/ 11/ 261
KRMG	740	Tulsa	0.4/1.2/ 8/ 157
KWEN-F	95.5	Tulsa	0.4/1.0/ 9/ 164

RADIO STATIONS

KOMA ,	1520,	50 KW (DA-N) ,	Oldies (see FM)	CBS,	$35.00	(CBS)	Diamond	Vance Harrison
KPRW ,	1140,	1 KW (DAYS) ,	Black	SBN,	$22.00	(Banner)	Surrey	Larry Bastida
KQCV ,	800,	250 W (DAYS) ,	Religion	,	$15.00	(—)	Bott	Robin Jones
KTOK ,	1000,	5 KW (DA-2) ,	News/Talk	ABC I MBS,	$57.00	(Christal)	Clear Channel	Jim Smith
KXXY ,	1340,	1 KW ,	See KXXY-F					
WKY ,	930,	5 KW (DA-N) ,	Country	UNIULT,	$32.00	(Republic)	Gaylord	Jim Fisher
KATT-F,	100.5,	100 KW @ 1188 ,	AOR	SOURCE,	$65.00	(Banner)	Surrey	Larry Bastida
KEBC-F,	94.7,	100 KW @ 1387 ,	Country	ABC E,	$40.00	(Republic)		Joe Kelly
KJYO-F,	102.7,	100 KW @ 985 ,	CHR	,	$54.00	(Christal)	Clear Channel	Jim Smith
KKNG-F,	92.5,	100 KW @ 984 ,	EZ	,	$44.00	(Katz)	Wilks-Schwartz	Jeff Salkin
KLTE-F,	101.9,	100 KW @ 1387 ,	AC/Oldies	,	$40.00	(Katz)	Entercom	Wayne Walker
KMGL-F,	104.1,	100 KW @ 1363 ,	AC	UNISUP,	$40.00	(Eastman)	Renda	Patricia Elzkin
KNTL-F,	104.9,	3 KW @ 300 ,	Religion	,	$18.00	(—)	CBN (BETHANY)	Jon Weiss
KRXO-F,	107.7,	100 KW @ 990 ,	Classic AOR	,	$63.00	(CBS)	Diamond	Vance Harrison
KXXY-F,	96.1,	100 KW @ 1167 ,	Country	MBS,	$100.00	(Mc-Guild)	Newmarket	Bill Harley
KZBS-F,	98.0,	100 KW @ 1100 ,	CHR	APR,	$38.00	(HNWH)		Bill Lacey

OMAHA

Arbitron Rank/Pop (12+): 70/506,800

MSA Rank/Pop: 80/629,200
ADI # 73
Average Person Ratings: 17.6
Market TSL: 23.00 hours

Stations: 18/14
Diaries: 975/520:1/58.2%
Sample Target: 890
% Below Line: 2.9
% Not Listed: 9.7

1989 Revenue: $19,800,000
HH Inc.: $32,173
Retail $: 4.4 Bil
Pop per Station: 36,200
#1 Biller: KFAB $4,200,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KEZO-AF	(AOR)	135/15.2	10.5	13.0	13.1	13.1	12.9	182/1859	1369/27.0	24.6	22.2		10.0	205	2216	KEZO-AF
2. KQKQ-F	(CHR)	122/13.7	14.7	13.3	16.6	15.0	14.6	157/2426	1690/33.3	30.8	36.6		10.6	216	2344	KQKQ-F
3. KFAB	(MOR)	107/12.0	12.6	15.8	12.9	14.3	13.3	183/2410	1328/26.2	38.5	28.8		8.1	164	2487	KFAB
4. KESY-AF	(EZ)	102/11.4	12.4	8.1	7.9	8.1	9.9	120/1374	1032/20.4	15.6	13.8		4.2	86	909	KESY-AF
5. KEFM-F	(AC)	75/ 8.4	7.6	8.3	7.4	6.7	7.9	104/1535	1085/21.4	23.4	18.9		4.1	84	1123	KEFM-F
6. WOW -F	(C)	63/ 7.1	8.2	7.0	7.3	7.7	7.4	87/1217	772/15.2	15.0	14.3		4.3	87	923	WOW -F
7. KGOR-F	(O)	52/ 5.8	8.0	7.5	8.4	6.9	7.4	75/1358	922/18.2	20.9	19.3		3.9	79	1174	KGOR-F
8. KXKT-F	(CHR)	39/ 4.4	2.5	2.7	3.9	2.3	3.4	68/1222	747/14.7	7.6	7.8		2.6	52	728	KXKT-F
9. WOW	(C)	36/ 4.0	5.1	4.2	3.6	5.5	4.2	95/1402	510/10.1	12.4	13.8		5.3	108	1436	WOW
10. KOIL	(O)	20/ 2.2	2.1	3.2	3.8	4.2	2.8	24/443	339/ 6.7	7.4	10.6		1.1	23	391	KOIL
11. KKAR	(T)	18/ 2.0	1.9	2.4	1.9	2.1	2.0	23/395	325/ 6.4	8.0	6.7		1.1	22	400	KKAR
12.																
13.																

12+ FM SHARE (METRO): 75.50% (607 of 804) (SPG 89: 69.02%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KQKQ-F>>	1 KEZO-AF>>	1 KEZO-AF>	1 KEZO-AF>	1 KEZO-AF>	1 KFAB	1 KFAB	1 KEZO-AF	1 KEZO-AF	1 KFAB <	1 KFAB >>
2 KXKT-F	2 KQKQ-F>	2 KQKQ-F	2 KQKQ-F<	2 KQKQ-F	2 KESY-AF>>	2 KQKQ-F	2 KESY-AF<	2 KQKQ-F	2 KQKQ-F<	2 KEFM-F<
3	3 KEFM-F>	3 KEFM-F>	3 KEFM-F	KEFM-F	3 WOW -F	3 KEZO-AF	3 KQKQ-F>	3 KESY-AF	3 KEZO-AF>	3 KQKQ-F
4	4 KGOR-F	4 KGOR-F	4 KGOR-F	4 WOW -F	4	4 KESY-AF>	4 KEFM-F	4 KEFM-F	4 KEFM-F	4 KEZO-F<
5	5 KXKT-F	5 WOW -F	5 WOW -F	5 KGOR-F	5	5 KEFM-F	5 KFAB	5 KFAB	5 KESY-AF	5 WOW -F
6	6 WOW -F	6	6 KESY-AF	6	6	6 WOW -F	6 KGOR-F	6 WOW -F	6 KXKT-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KQKQ-F>>	1 KQKQ-F	1 KEFM-F>	1 KQKQ-F	1 KEFM-F	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>	1 KEZO-AF>>
2 KEZO-AF	2 KEFM-F	2 KEZO-AF	2 KEFM-F	2 KQKQ-F	2 KQKQ-F>	2 KQKQ-F>	2 KGOR-F	2 KQKQ-F	2 KGOR-F
3 KEFM-F>>	3 KEZO-AF	KQKQ-F>>	3 KEZO-AF>	3 KEZO-AF	3 KXKT-F>	3 KGOR-F	3 KQKQ-F>>	3 KGOR-F>	3 WOW -F
4 KXKT-F>	4	4 WOW -F	4 WOW -F	4 KESY-AF<	4 KEFM-F	4 KXKT-F>	4 KFMQ-F	4 WOW -F	4 KQKQ-F
5 KFMQ-F	5	5 KESY-AF	5 KGOR-F	5 WOW -F	5 WOW -F>	5 WOW -F	WOW -F	5 KEFM-F	5 KESY-AF
WOW -F	6	KGOR-F>>	6 KESY-AF	6	6	KEFM-F	6	6	6
KGOR-F>>	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		161 (2)	161 (2)	20.0	17.2
AOR/CLASSIC	6 (1)	145 (3)	151 (4)	18.8	15.9
AC/OLDIES/SOFT ROCK	20 (1)	127 (2)	147 (3)	18.3	22.4
MOR/VARIETY	113 (2)		113 (2)	14.1	15.9
COUNTRY	36 (1)	67 (2)	103 (3)	12.8	14.8
BLACK/URBAN		9 (1)	9 (1)	1.1	1.3
BEAUTIFUL/EASY	4 (1)	98 (1)	102 (2)	12.7	9.0
NEWS/TALK	18 (1)		18 (1)	2.2	2.3
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.2
	197 (7)	607 (11)	804 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBWH-F	106.3	Blair	1.0/2.7/ 9/ 138
KFMQ-F	101.9	Lincoln/Omaha	1.5/6.4/ 54/ 889
KMA	960	Shenandoah	0.7/2.6/ 36/ 499
KTGL-F	92.9	Beatrice/Lincn.	0.3/1.3/ 43/ 625
KZKX-F	96.9	Seward/Lincoln	0.4/1.5/ 51/ 678

RADIO STATIONS

KFAB, 1110,	50 KW (DA-N)	, MOR/FULL SER.	NBC, UNISUP,	$ 80.00	(Christal)	Henry	Bob Sweet
KKAR, 1180,	5 KW/1 KW	, TALK	CBS, MBS,	$ 19.00	(Eastman)		M. Riemenschneide
KOIL, 1290,	5 KW (DA-N)	, OLDIES	UNIULT,	$ 24.00	(Banner)		Robert Dean
WOW , 590,	5 KW	, COUNTRY	ABC I,	$ N/A	(Torbet)	Great Empire	Ken Fearnow
KBWH-F, 106.3,	1.2 KW @ 459,	BLACK	,	$ 14.00	(---)	(BLAIR)	Larry Littlejohn
KEFM-F, 96.1,	100 KW @ 1442,	SOFT AC	,	$ 40.00	(McGuild)		John Webster
KESY-F, 104.5,	100 KW @ 1087,	EZ	ABC D, UNIULT,	$ 35.00	(McGuild)		Dana Webb
KEZO-F, 92.3,	100 KW @ 1212,	AOR	,	$ 67.00	(Katz)	Narragansett	Manny Broussard
KGOR-F, 99.9,	115 KW @ 1227,	OLDIES	NBC, UNIPWR ,	$ 44.00	(Christal)	Henry	Bob Sweet
KQKQ-F, 98.5,	100 KW @ 1174,	CHR	,	$ 63.00	(Eastman)		M. Riemenschneide
KXKT-F, 103.7,	100 KW @ 1247,	CHR	,	$ 31.00	(Banner)	(ATLANTIC, IA)	Robert Dean
WOW-F , 94.1,	100 KW @ 510,	COUNTRY	ABC E,	$ 70.00	(Torbet)	Great Empire	Ken Fearnow

Miscellaneous Comments: KOMJ changes calls to KXKT-F (March)...

ORLANDO

Arbitron Rank/Pop (12+): 43/852,200	Stations: 24/19	1989 Revenue: $43,900,000
	Diaries: 1211/704:1/48.3%	HH Inc.: $27,359
MSA Rank/Pop: 46/994,500	Sample Target: 1140	Retail $: 8.1 Bil
ADI # 25	% Below Line: 5.3	Pop per Station: 44,852
Average Person Ratings: 16.2	% Not Listed: 8.5	#1 Biller: WWKA-F $6,800,000
Market TSL: 21.50 hours		

12+ METRO	1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WWKA-F (C)	132/ 9.6	11.2	10.1	8.8	9.7	9.9	280/3394	1564/18.4	18.1	16.4		8.7	126	1342	WWKA-F
2. WOMX-F (CHR)	127/ 9.2	8.4	6.1	7.6	6.1	7.8	206/3496	2033/23.5	18.7	20.2		8.2	118	1682	WOMX-F
3. WJHM-F (B)	122/ 8.9	8.1	9.6	7.3	7.9	8.5	199/2417	1405/16.5	16.1	14.7		16.9	244	2083	WJHM-F
4. WSTF-F (AC)	119/ 8.6	8.3	9.7	8.2	8.6	8.7	204/3040	1694/19.9	22.2	17.3		7.9	114	1427	WSTF-F
5. WOCL-F (O)	109/ 7.9	7.0	6.1	7.0	5.4	7.0	257/3029	1494/17.5	16.1	15.9		6.0	87	1190	WOCL-F
6. WHTQ-F (AOR)	91/ 6.6	6.4	6.7	3.6	8.1	7.1	210/2705	1257/14.8	14.7	15.4		10.0	144	1956	WHTQ-F
WDBO (MOR)	91/ 6.6	6.3	4.7	4.2	6.7	5.4	105/1300	1092/12.8	12.9	12.5		5.0	72	947	WDBO
8. WSSP-F (EZ)	84/ 6.1	5.4	6.9	6.6	8.3	6.3	192/2596	1154/13.5	14.8	13.9		4.5	65	637	WSSP-F
9. WDIZ-F (AOR)	72/ 5.2	5.1	5.5	5.8	5.2	5.4	127/2115	1128/13.2	13.5	15.3		6.9	100	1298	WDIZ-F
10. WXXL-F (CHR)	53/ 3.8	3.7	4.2	4.6	4.2	4.1	77/1908	1343/15.8	13.8	13.8		3.7	54	1301	WXXL-F
11. WLOQ-F (J/NA)	48/ 3.5	4.7	3.5	3.5	3.8	3.8	56/878	781/ 9.2	8.7	9.4		3.9	56	782	WLOQ-F
12. WWNZ (N/T)	47/ 3.4	4.8	4.2	3.5	5.2	4.0	50/811	704/ 8.3	11.1	9.4		3.2	46	639	WWNZ
13. WJYO-F (SAC)	46/ 3.3	4.0	4.5	5.7	4.4	4.4	121/1979	963/11.3	10.6	12.7		3.1	44	696	WJYO-F
14. WWLV-F (EZ)	32/ 2.3	2.6	2.5	2.2	2.5	2.4	139/1848	585/ 6.9	7.9	5.2		1.5	22	645	WWLV-F
15.															

12+ FM SHARE (METRO): 85.57% (1079 of 1261) (SPG 89: 83.40%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WJHM-F<	1 WOMX-F<	1 WSTF-F	1 WOCL-F	1 WOCL-F	1 WWKA-F	1 WOMX-F<	1 WSTF-F	1 WWKA-F	1 WJHM-F>	1 WDBO <
2 WOMX-F>>	2 WJHM-F	WOMX-F	2 WSTF-F	2 WWKA-F	2 WDBO	2 WWKA-F<	2 WWKA-F	2 WJHM-F<	2 WDBO <	2 WWNZ
3 WHTQ-F	3 WHTQ-F	3 WOCL-F<	3 WOMX-F	WSTF-F	3 WOCL-F<	3 WSTF-F<	3 WOCL-F<	3 WOMX-F	3 WOMX-F	3 WWKA-F
4 WXXL-F	4 WSTF-F	4 WJHM-F	4 WWKA-F	4 WOMX-F>	4 WSSP-F	4 WDBO	4 WOMX-F	4 WSTF-F<	4 WHTQ-F<	WJHM-F
5	5 WDIZ-F>	5 WHTQ-F	5 WJHM-F	5 WJHM-F	5 WSTF-F>	5 WJHM-F	5 WJHM-F	5 WOCL-F	5 WWKA-F<	5 WOMX-F
6	6 WWKA-F<	6 WWKA-F	6 WLOQ-F	6 WDIZ-F<	6 WWNZ	6 WOCL-F	6 WSSP-F	6 WHTQ-F	6 WSTF-F	WLOQ-F
7	7 WXXL-F	7 WDIZ-F	WDIZ-F	7 WLOQ-F<	7	7 WSSP-F	7 WHTQ-F	7	7 WOCL-F	7
8	8	8	8	8 WSSP-F<	8	8	8	8	8	8
9	9	9	9	9 WHTQ-F	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMX-F	1 WOMX-F	1 WOMX-F	1 WSTF-F<	1 WSTF-F	1 WHTQ-F>	1 WHTQ-F	1 WOMX-F	1 WOCL-F	1 WOCL-F>
WJHM-F	2 WSTF-F	2 WSTF-F	2 WOMX-F	2 WWKA-F	2 WJHM-F	2 WJHM-F	2 WDIZ-F	2 WHTQ-F	2 WWKA-F
3 WSTF-F	WJHM-F>	3 WJHM-F>	3 WJHM-F	3 WOMX-F	3 WDIZ-F>	WDIZ-F	3 WSTF-F	3 WDIZ-F	3 WOMX-F
4 WHTQ-F	4 WHTQ-F	4 WJYO-F	4 WWKA-F	4 WOCL-F	4 WXXL-F>	4 WOMX-F	4 WLOQ-F	4 WOMX-F<	4 WLOQ-F
5 WDIZ-F	5 WDIZ-F	5 WHTQ-F	5 WOCL-F	WJHM-F>	5 WSTF-F	5 WSTF-F>	WHTQ-F	5 WJHM-F<	5 WSTF-F
6 WXXL-F>>	6 WXXL-F	6 WWKA-F	6 WHTQ-F	6 WSSP-F	WOMX-F	6 WWKA-F	6 WWKA-F	6 WSTF-F	6 WDIZ-F
7 WWKA-F	WJYO-F	7 WDIZ-F	7 WDIZ-F	7 WJYO-F	WJYO-F>>	WOCL-F	WOCL-F	7 WLOQ-F<	7
8	8 WWKA-F	8	8	8 WHTQ-F	8	8 WLOQ-F	8 WJHM-F>>	8 WWKA-F	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		180 (2)	180 (2)	14.3	11.5
AOR/CLASSIC		163 (2)	163 (2)	12.9	14.8
AC/OLDIES/SOFT ROCK	9 (1)	274 (3)	283 (4)	22.4	20.1
MOR/VARIETY	91 (1)		91 (1)	7.2	7.3
COUNTRY	8 (1)	156 (3)	164 (4)	13.0	12.0
BLACK/URBAN		122 (1)	122 (1)	9.7	8.6
BEAUTIFUL/EASY		116 (2)	116 (2)	9.2	11.7
NEWS/TALK	58 (3)		58 (3)	4.6	5.6
NOSTALGIA					
RELIGION/GOSPEL	3 (1)	12 (1)	15 (2)	1.2	2.9
SPANISH	13 (1)		13 (1)	1.0	1.2
CLASSICAL					
JAZZ/NEW AGE		48 (1)	48 (1)	3.8	4.2
UNKNOWN/OTHERS		8 (1)	8 (1)	0.6	
	182 (8)	1079 (16)	1261 (24)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBZS	1270	Eatonville/Orln	0.4/1.0/ 6/ 103
WHOO	990	Orlando	0.6/1.7/ 11/ 210
WONQ	1140	Orlando	0.9/1.8/ 13/ 155
WPRD	1440	Winter Park	0.4/1.4/ 5/ 122
WTLN	1520	Apopka	0.2/0.7/ 3/ 77
WTLN-F	95.3	Apopka	0.9/3.2/ 17/ 329
WGGD-F	102.3	Melbourne/PlmBy	0.6/0.8/ 29/ 413
WGNE-F	98.1	Titusville	0.4/1.3/ 46/ 678
WGTO	540	Pine Hills/Orln	0.7/1.8/ 16/ 288
WPCV-F	97.5	Winter Haven/Lk	1.3/3.4/106/1207

RADIO STATIONS

WDBO ,	580,	5 KW (DA-N) ,	MOR/Full Service	ABC I,	$ 51.00	(Katz)	New City	Rich Reis
WHOO ,	990,	50 KW/5 KW (DA-N),	See WHOO-F					
WPRD ,	1440,	5 KW/1 KW (DA-N),	Children's Radio	IND UNILT,	$ 20.00	(MMR)	Metroplex	Barb Peckett
WWNZ ,	740,	5 KW/1 KW (DA-N),	News/Talk	CBS MBS,	$ 40.00	(Christal)	Guy Gannett	Mark Brewer
WDIZ-F,	100.3,	100 KW @ 1186 ,	AOR	ABC R,	$ 90.00	(MMR)	Shamrock-Lynett	Tom Owens
WHTQ-F,	96.5,	100 KW @ 1598 ,	AOR	SOURCE,	$ 75.00	(Eastman)	TK	Bill Fowler
WJHM-F,	101.9,	28 KW @ 1584 ,	Black/Urban	,	$ 62.00	(HNWH)	Beasley (DYTNA BCH)	Dave Donahue
WJYO-F,	107.7,	100 KW @ 1584 ,	Soft AC	UNISUP,	$ 71.00	(MMR)	Metroplex	Barb Peckett
WLOQ-F,	103.1,	2.6 KW @ 350 ,	Jazz	,	$ 50.00	(Banner)		John Gross
WOCL-F,	105.9,	100 KW @ 1584 ,	Oldies	APR,	$ 90.00	(Christal)	American (DELAND)	Garry Eaves
WOMX-F,	105.1,	100 KW @ 1310 ,	CHR	,	$ 86.00	(Banner)	Nationwide	Rick Weinkauf
WSSP-F,	104.1,	100 KW @ 1598 ,	EZ	,	$ 68.00	(Christal)	Guy Gannett	Mark Brewer (COC BCH)
WSTF-F,	101.1,	100 KW @ 1598 ,	AC	,	$108.00	(Republic)	(COCOA BEACH)	Don Peterson
WWKA-F,	92.3,	100 KW @ 1341 ,	Country	,	$140.00	(Katz)	New City	Rich Reis
WXXL-F,	106.7,	100 KW @ 801 ,	CHR	,	$ 60.00	(Durpetti)	Taylor (LEESBURG)	Tom Mosher

WWLV-F — See Daytona Beach

OXNARD-VENTURA

Arbitron Rank/Pop (12+): 117/307,600

MSA Rank/Pop: 74/654,700
ADI # Los Angeles
Average Person Ratings: 16.2
Market TSL: 21.25 hours

Stations: 33/10
Diaries: 830/371:1/54.2%
Sample Target: 720
% Below Line: 41.2
% Not Listed: 12.7

1989 Revenue: $9,200,000
HH Inc.: $40,636
Retail $: 4.2 Bil
Pop per Station: 30,760
#1 Biller: KHAY-F $1,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. KCAQ-F	(CHR)	50/10.1	——	11.1	——	8.5	——	60/1050	733/23.8		24.7	12.0	60	860	KCAQ-F
2. KHAY-F	(C)	40/ 8.0	——	7.6	——	5.9	——	48/652	467/15.2		16.8	8.2	41	388	KHAY-F
3. KLOS-F	(AOR)	29/ 5.8	——	4.1	——	6.5	——	60/916	401/13.0		10.4	7.6	38	426	KLOS-F
4. KBBY-F	(AC)	28/ 5.6	——	4.9	——	5.4	——	30/435	362/11.8		10.2	2.0	10	170	KBBY-F
5. KTRO	(SP)	27/ 5.4	——	4.4	——	3.0	——	40/402	294/ 9.6		7.4	8.8	44	457	KTRO
6. KOXR	(SP)	19/ 3.8	——	4.1	——	7.0	——	20/294	257/ 8.4		7.2	1.8	9	283	KOXR
7. KNX	(N)	18/ 3.6	——	3.2	——	2.8	——	37/889	386/12.5		13.6	2.0	10	239	KNX
8. KVEN	(T)	17/ 3.4	——	2.8	——	3.7	——	18/325	292/ 9.5		7.8	3.8	19	320	KVEN
9. KBIG-F	(AC)	16/ 3.2	——	3.4	——	3.3	——	37/445	216/ 7.0		9.6	1.0	5	120	KBIG-F
10. KIIS-F	(CHR)	15/ 3.0	——	4.6	——	3.3	——	27/653	319/10.3		14.7	3.0	15	247	KIIS-F
KZTR-F	(CL AOR)	15/ 3.0	——	2.5	——	4.8	——	20/325	263/ 8.3		7.1	3.4	17	278	KZTR-F
12. KQLZ-F	(CHR)	13/ 2.6	——	2.8	——	0.7	——	26/502	230/ 7.5		9.1	2.8	14	214	KQLZ-F
KKUR-F	(AC)	13/ 2.6	——	1.1	——	5.2	——	13/231	231/ 7.5		4.2	2.2	11	237	KKUR-F
14. KRUZ-F	(EZ)	12/ 2.4	——	4.2	——	3.3	——	53/759	219/ 7.1		10.2	4.8	24	287	KRUZ-F

12+ FM SHARE (METRO): 75.12% (326 of 434) (SPG 89: 77.13%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCAQ-F	1 KLOS-F<	1 KCAQ-F	1 KCAQ-F	1 KHAY-F	1 KHAY-F>	1 KLOS-F<	1 KCAQ-F	1 KCAQ-F	1 KCAQ-F>>	1 KNX
2	2 KCAQ-F>	2 KLOS-F	KBBY-F	2 KBBY-F	2 KNX	2 KHAY-F	2 KHAY-F	2 KHAY-F>	2 KHAY-F	KVEN >>
3	3 KTRO	3 KHAY-F	3 KHAY-F	3 KCAQ-F	3 KBBY-F	KCAQ-F>	3 KBBY-F>	3 KBBY-F	3 KTRO	3 KLOS-F
4	4 KZTR-F	KBBY-F	4 KTRO	4 KTRO	4 KOXR	4 KVEN	4 KLOS-F	4 KLOS-F	4 KQLZ-F	KOXR
5	KHAY-F	5 KTRO	5 KLOS-F	5 KLOS-F	5 KVEN	5 KNX	5 KTRO	5 KTRO	KLOS-F	5
6	6	6	6	6	KTRO	KTRO	6	6	KZTR-F	6
7	7	7	7	7	7	7	7	7	KOXR	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KCAQ-F	1 KCAQ-F>	1 KKUR-F	1 KBBY-F	1 KBBY-F	1 KLOS-F>>	1 KLOS-F>	1 KLOS-F	1 KLOS-F	1 KHAY-F
2 KHAY-F>	2 KKUR-F	KCAQ-F	2 KCAQ-F	2 KHAY-F>	2 KCAQ-F	2 KCAQ-F	2 KZTR-F	2 KCAQ-F>	2 KCAQ-F
3 KLOS-F	KBBY-F	KBBY-F>	3 KHAY-F	3 KTRO	3 KKBT-F>>	3 KZTR-F>	3 KCAQ-F>	3 KHAY-F	3 KLOS-F>
KTRO >	4 KTRO	4 KKBT-F	4 KTRO >	KCAQ-F	4 KQLZ-F	4 KTRO	4 KTRO	4 KZTR-F	4 KZTR-F
5	KHAY-F	KBIG-F	5 KBIG-F	5 KOXR	KZTR-F	5 KQLZ-F	KHAY-F>	KTRO	KTRO
6	6	KTRO >	KKUR-F	6	KTRO >	KKBT-F	6 KTNQ	6 KBBY-F	KBBY-F
7	7	7	7	7	7	KHAY-F	KQLZ-F>	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		86 (4)	86 (4)	19.8	23.3
AOR/CLASSIC		58 (5)	58 (5)	13.4	12.1
AC/OLDIES/SOFT ROCK		83 (7)	83 (7)	19.1	19.6
MOR/VARIETY					
COUNTRY		40 (1)	40 (1)	9.2	9.9
BLACK/URBAN		10 (1)	10 (1)	2.3	
BEAUTIFUL/EASY		14 (2)	14 (2)	3.2	5.5
NEWS/TALK	44 (4)		44 (4)	10.1	8.5
NOSTALGIA	10 (1)		10 (1)	2.3	3.0
RELIGION/GOSPEL		11 (1)	11 (1)	2.5	1.8
SPANISH	54 (3)	6 (1)	60 (4)	13.8	10.7
CLASSICAL		7 (2)	7 (2)	1.6	1.0
JAZZ/NEW AGE		11 (1)	11 (1)	2.5	2.8
UNKNOWN/OTHERS					1.6
	108 (8)	326 (25)	434 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDAR-F	98.3	Oxnard/Ventura	2.2/5.7/ 21/ 329
KXBS-F	95.7	Santa Paula/Ven	1.8/6.4/ 9/ 240
KABC	790	Los Angeles	0.8/2.2/ 26/ 363
KDB -F	93.7	Santa Barbara	0.6/2.5/ 27/ 406
KFI	640	Los Angeles	1.0/4.3/ 18/ 366
KKBT-F	92.3	Los Angeles	2.0/5.5/ 12/ 223
KKGO-F	105.1	Los Angeles	0.8/2.6/ 10/ 142
KLSX-F	97.1	Los Angeles	0.6/3.3/ 10/ 275
KLVE-F	107.5	Los Angeles	1.2/3.4/ 9/ 167
KMPC	710	Los Angeles	2.0/4.9/ 36/ 424
KODJ-F	93.1	Los Angeles	1.6/7.7/ 27/ 491
KOST-F	103.5	Los Angeles	0.8/3.5/ 16/ 366
KPWR-F	105.9	Los Angeles	1.6/6.7/ 18/ 432
KROQ-F	106.7	Pasadena	0.4/2.0/ 11/ 220
KRTH-F	101.1	Los Angeles	1.0/6.7/ 15/ 542
KTNQ	1020	Los Angeles	1.6/3.7/ 10/ 122
KTWV-F	94.7	Los Angeles	2.2/6.6/ 28/ 501
KTYD-F	99.9	Snta Barb/Ventr	1.8/6.4/ 31/ 638
KXEZ-F	98.7	Los Angeles	0.4/3.9/ 13/ 275

RADIO STATIONS

KOXR, 910, 5 KW/1 KW (DA-2)	, HISPANIC		, $ 20.00 (Lotus)	Lotus	George Bradley
KTRO, 1520, 10 KW/1 KW (DA-2)	, HISPANIC		, $ 20.00 (Katz Hisp.)		Harold Frank
KVEN, 1450, 1 KW	, TALK	ABC E, TALKNT	, $ 23.00 (Radio Time)		David Loe
KBBY-F, 95.1, 28 KW @ 100,	AC	UNISUP, UNIULT	, $ 32.00 (Katz)		Marilyn Woods
KCAQ-F, 104.7, 3 KW @ 1580,	CHR		, $ 34.00 (McGuild)		Herald Frank
KDAR-F, 98.3, 3 KW @ 72,	RELIGION		, $ 11.00 (——)	Salem	Gordon Marcy
KHAY-F, 100.7, 39 KW @ 1210,	COUNTRY		, $ 38.00 (Radio Time)		David Loe
KKUR-F, 105.5, 115 W @ 1240,	AC		, $ 14.00 (——)	Eric/Chandler	Pat Finn
KXBS-F, 96.7, 100 W @ 1500,	OLDIES		, $ 15.00 (Republic)		Ed Krampf
KZTR-F, 95.9, 400 W @ 720,	CLASSIC AOR		, $ 15.00 (Durpetti)		Steve Iker

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous Comments: KMYX-F changes to KKUR-F and format from COUNTRY to AC (Nov)...KXPT-F changes calls to KXBS-F (March)...KOGO, KBBY-F sold to George Duncan for $6,700,000 (MVP)...KXPT-F sold for $2.000,000 (MVP)

PENSACOLA

Arbitron Rank/Pop (12+): 122/296,500
MSA Rank/Pop: 135/356,400
ADI # 55 (w/Mobile)
Average Person Ratings: 16.2
Market TSL: 21.50 hours

Stations: 16/10
Diaries: 770/385:1/52.5%
Sample Target: 690
% Below Line: 37.6
% Not Listed: 13.4

1989 Revenue: $7,900,000
HH Inc.: $25,887
Retail $: 2.1 Bil
Pop per Station: 29,650
#1 Biller: WOMM-F $1,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WBLX-F	(B)	59/12.3	9.9	7.7	12.7	11.2	——	100/931	533/18.0	14.3	13.9		24.6	132	807	WBLX-F
2. WOMM-F	(C)	56/11.7	9.7	10.7	10.2	12.7	——	74/845	610/20.6	18.7	16.6		8.8	47	685	WOMM-F
3. WXBM-F	(C)	38/ 7.9	9.3	9.7	6.5	5.4	——	62/768	485/16.4	17.0	14.9		6.9	37	547	WXBM-F
4. WAVH-F	(O)	36/ 7.5	5.2	6.3	6.5	4.7	——	48/723	548/18.5	14.6	14.4		4.8	26	685	WAVH-F
5. WJLQ-F	(CHR)	34/ 7.1	5.4	5.8	6.5	5.8	——	46/876	570/19.2	15.7	16.6		6.3	34	554	WJLQ-F
6. WMEZ-F	(EZ)	31/ 6.5	10.1	7.1	7.4	8.7	——	56/745	460/15.5	18.4	14.9		4.8	26	299	WMEZ-F
7. WCOA	(MOR)	30/ 6.3	6.0	6.5	6.3	8.3	——	31/387	375/12.6	15.0	12.8		4.8	26	460	WCOA
8. WWSF-F	(CHR)	26/ 5.4	4.1	2.4	——	——	——	64/794	368/12.4	12.4	7.8		3.7	20	458	WWSF-F
9. WTKX-F	(AOR)	25/ 5.2	6.2	8.1	9.0	8.7	——	37/642	423/14.3	18.2	18.9		6.5	35	666	WTKX-F
10. WABB-F	(CHR)	24/ 5.0	5.6	7.1	8.4	7.8	——	44/802	470/15.9	20.0	20.6		8.0	43	761	WABB-F

12+ FM SHARE (METRO): 90.12% (374 of 415) (SPG 89: 82.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLX-F>>	1 WBLX-F<	1 WBLX-F	1 WOMM-F	1 WOMM-F	1 WOMM-F	1 WOMM-F	1 WOMM-F>	1 WBLX-F	1 WBLX-F>>	1 WBLX-F>
2 WWSF-F	2 WOMM-F	2 WOMM-F>	2 WAVH-F	2 WAVH-F	2 WCOA <	2 WBLX-F	2 WAVH-F	2 WOMM-F	2 WWSF-F	2 WTKX-F>
WABB-F>	WJLQ-F	3 WJLQ-F	3 WBLX-F	3 WBLX-F	3 WAVH-F	3 WCOA	.3 WXBM-F	3 WAVH-F<	3 WCOA	3 WKRG-F
4 WJLQ-F	4 WWSF-F	4 WXBM-F	4 WXBM-F	WXBM-F>	4 WMEZ-F	4 WXBM-F	WMEZ-F	4 WXBM-F>	4 WJLQ-F	WXBM-F
5	5 WTKX-F	WTKX-F	5 WJLQ-F	5 WJLQ-F<	5 WBLX-F	5 WAVH-F	5 WJLQ-F	5 WWSF-F<	5 WGCX-F	5
6	6 WXBM-F	6	6	6 WTKX-F	WXBM-F	6	6	6 WJLQ-F	WABB-F	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLX-F>	1 WBLX-F	1 WABB-F	1 WBLX-F	1 WBLX-F	1 WBLX-F>	1 WOMM-F	1 WOMM-F>	1 WOMM-F	1 WOMM-F>
2 WKRG-F	2 WABB-F	2 WOMM-F	2 WAVH-F	WAVH-F	2 WJLQ-F	2 WWSF-F	2 WWSF-F	2 WBLX-F	2 WAVH-F
3 WJLQ-F>	3 WJLQ-F	WJLQ-F	3 WOMM-F	3 WOMM-F	3 WGCX-F	WJLQ-F	WXBM-F>	3 WAVH-F	WXBM-F>
4 WWSF-F	4 WKRG-F	4 WBLX-F	4 WABB-F	4 WXBM-F	WTKX-F>	4 WGCX-F	4 WGCX-F	4 WTKX-F	4 WBLX-F
WABB-F>	WOMM-F	5	WJLQ-F	5 WABB-F	5 WWSF-F>	WBLX-F	WTKX-F	WJLQ-F	5 WTKX-F
6	6	6	6	6 WJLQ-F	6	WTKX-F	WJLQ-F	6 WXBM-F	WMEZ-F
						7 WXBM-F			

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		84 (3)	84 (3)	20.2	17.3
AOR/CLASSIC		43 (2)	43 (2)	10.4	14.4
AC/OLDIES/SOFT ROCK		53 (2)	53 (2)	12.8	11.5
MOR/VARIETY	30 (1)		30 (1)	7.2	7.4
COUNTRY		94 (2)	94 (2)	22.7	23.2
BLACK/URBAN		59 (1)	59 (1)	14.2	14.9
BEAUTIFUL/EASY		31 (1)	31 (1)	7.5	8.1
NEWS/TALK					
NOSTALGIA	2 (1)	10 (1)	12 (2)	2.9	
RELIGION/GOSPEL	9 (2)		9 (2)	2.2	3.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	41 (4)	374 (12)	415 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WHYM	610	Pensacola	1.5/4.0/ 7/ 120
WPFA	790	Pensacola	0.4/1.3/ 2/ 40
WGCX-F	104.1	Atmore	3.8/10.9/ 35/ 580
WKRG-F	99.9	Mobile	3.5/11.1/ 26/ 539

RADIO STATIONS

WCOA ,	1370,	5 KW (DA-2) ,	MOR/Full Service	SUN MBS, $20.00	(Mc-Guild)	First City		Jim Colley
WHYM ,	610,	500 W (DAYS) ,	Religion	UPI, $ 8.00	(——)	Swaggert		Johnny Mills
WJLQ-F,	100.7,	100 KW @ 1555 ,	CHR	ABC C, $28.00	(Mc-Guild)	First City		Jim Colley
WMEZ-F,	94.1,	100 KW @ 1328 ,	EZ	ABC D, $30.00	(Torbet)			Gene Pfalzer
WOMM-F,	107.3,	100 KW @ 1428 ,	Country	UNIULT, $40.00	(Katz)	Sun Group		Bennett Smith
WTKX-F,	101.5,	100 KW @ 493 ,	AOR	CBS, $29.00	(Durpetti)	Holt		Gordon Holt
WXBM-F,	102.7,	100 KW @ 1328 ,	Country	MBS, $23.00	(Torbet)		(MILTON)	Lou Mahacek

Other ranked stations — See Mobile

PEORIA

Arbitron Rank/Pop (12+): 128/282,500

MSA Rank/Pop: 144/331,300
ADI # 111 (w/Bloomington)
Average Person Ratings: 16.0
Market TSL: 21.25 hours

Stations: 15/11
Diaries: 719/393:1/60.0%
Sample Target: 700
% Below Line: 5.3
% Not Listed: 11.5

1989 Revenue: $7,900,000
HH Inc.: $32,879
Retail $: 2.4 Bil
Pop per Station: 25,681
#1 Biller: WWCT-F $1,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKZW-F	(CHR)	75/16.6	16.0	14.9	16.1	19.9	——	113/1562	988/35.0	34.6	33.7		19.6	92	1067	WKZW-F
2. WSWT-F	(EZ)	58/12.9	14.7	13.8	16.9	15.4	——	91/1038	624/22.1	21.8	25.7		9.2	43	551	WSWT-F
3. WWCT-F	(AOR)	57/12.6	13.5	15.8	16.3	12.5	——	83/882	593/21.0	26.0	25.6		16.2	76	709	WWCT-F
4. WGLO-F	(AC)	48/10.6	6.2	4.0	4.0	2.6	——	60/886	636/22.5	19.3	12.0		7.7	36	549	WGLO-F
5. WMBD	(MOR)	40/ 8.9	9.6	10.4	8.8	7.8	——	42/624	561/19.9	20.7	23.0		6.2	29	607	WMBD
6. WXCL-F	(C)	34/ 7.5	5.3	4.2	3.8	3.8	——	41/503	433/15.3	14.8	13.1		9.4	44	615	WXCL-F
7. WIRL	(AC)	23/ 5.1	4.5	4.9	4.6	7.8	——	27/499	387/13.7	15.4	15.7		5.5	26	441	WIRL
8. WXCL	(C)	16/ 3.5	5.8	7.3	6.3	7.6	——	18/329	295/10.4	14.5	12.9		5.3	25	334	WXCL
9. WTAZ-F	(T)	9/ 2.0	2.4	4.0	2.9	3.1	——	10/285	267/ 9.0	7.4	11.2		3.6	17	257	WTAZ-F
WBZM-F	(O)	9/ 2.0	2.8	3.6	1.7	3.3	——	9/262	236/ 8.4	9.9	7.3		1.7	8	112	WBZM-F

12+ FM SHARE (METRO): 74.44% (297 of 399) (SPG 89: 69.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKZW-F	1 WWCT-F	1 WWCT-F	1 WGLO-F<	1 WGLO-F<	1 WSWT-F	1 WKZW-F	1 WKZW-F<	1 WKZW-F>	1 WKZW-F	1 WWCT-F>
2	2 WKZW-F>	2 WKZW-F	2 WWCT-F<	2 WWCT-F	2 WMBD >	2 WMBD	2 WGLO-F<	2 WWCT-F	2 WSWT-F	2 WMBD
3	3 WGLO-F>	3 WGLO-F>	3 WKZW-F	3 WKZW-F	3 WGLO-F	3 WWCT-F	3 WSWT-F	3 WSWT-F	3 WWCT-F>	3 WXCL >
4	4 WSWT-F>	4 WSWT-F>	4 WSWT-F>	4 WSWT-F>	4 WXCL-F>	4 WSWT-F	4 WWCT-F>	4 WGLO-F>	4 WMBD >	4 WSWT-F
5	5 WXCL-F	5 WXCL-F	5 WXCL-F	5 WXCL-F	5 WKZW-F	5 WGLO-F	5 WXCL-F	5 WXCL-F	5 WGLO-F	WKZW-F
6	6	6	6 WIRL	6 WIRL	WIRL	6	6	6 WMBD	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WKZW-F>>	1 WKZW-F>>	1 WKZW-F>	1 WKZW-F	1 WGLO-F
2 WGLO-F>	2 WGLO-F	2 WWCT-F	2 WGLO-F>	2 WKZW-F<
3 WWCT-F>	3 WWCT-F	WSWT-F	3 WSWT-F	3 WSWT-F>
4 WSWT-F	4 WSWT-F	WGLO-F>>	4 WWCT-F	4 WWCT-F>
WMBD	5	5 WXCL-F>	5	5 WXCL-F
WBZM-F>>	6	6 WIRL >>	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>>	1 WWCT-F>
2 WKZW-F>>	2 WKZW-F>	2 WKZW-F	2 WKZW-F>	2 WKZW-F
3 WXCL-F>>	3 WGLO-F	3 WGLO-F>	3 WGLO-F	WGLO-F>
4 WLS	4 WXCL-F	4 WIRL	4 WXCL-F	4 WXCL-F
WBNQ-F	5 WSWT-F	5 WXCL-F	5 WSWT-F	WSWT-F
WSWT-F	WIRL	WSWT-F>	WIRL	WIRL

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		82 (2)	82 (2)	20.6	17.4
AOR/CLASSIC		57 (1)	57 (1)	14.3	17.7
AC/OLDIES/SOFT ROCK	29 (2)	57 (2)	86 (4)	21.6	19.4
MOR/VARIETY	44 (2)		44 (2)	11.0	12.7
COUNTRY	16 (1)	34 (1)	50 (2)	12.5	9.2
BLACK/URBAN					
BEAUTIFUL/EASY		58 (1)	58 (1)	14.5	15.4
NEWS/TALK	7 (1)	9 (1)	16 (2)	4.0	7.5
NOSTALGIA					
RELIGION/GOSPEL	6 (1)		6 (1)	1.5	0.7
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	102 (7)	297 (8)	399 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPEO	1020	Peoria	1.3/4.3/ 7/ 152
WBNQ-F	101.5	Bloomington/Nrm	1.6/5.6/ 43/ 685
WGN	720	Chicago	1.6/7.0/ 21/ 470
WJBC	1230	Bloomington	0.9/2.3/ 53/ 577
WLS	890	Chicago	1.3/3.3/ 11/ 192

RADIO STATIONS

WIRL, 1290, 5 KW (DA-2)	, AC	MBS, ABC I	, $ 25.00	(Christal)	Comm. Service	Jim Glassman
WMBD, 1470, 5 KW (DA-2)	, MOR/FULL SERVICE	CBS	, $ 34.00	(Katz)	Midwest TV	Lindsey Wood Davis
WPEO, 1020, 1 KW (DAYS)	, RELIGION		, $ 10.00	(——)		Bob Ulrich
WXCL, 1350, 1 KW (DA-2)	, COUNTRY	ABC D	, $ N/A	(Banner)	Kelly	Bill Early
WBZM-F, 94.3, 3 KW @ 300	, OLDIES	SMN	, $ 14.00	(K & P)	(CHILLICOTHE)	W. Bro
WGLO-F, 95.5, 25 KW @ 640	, AZ	NBC	, $ 20.00	(Durpetti)	(PEKIN)	Jim MacFarlane
WKZW-F, 93.3, 40 KW @ 548	, CHR		, $ 40.00	(Katz)	Midwest TV	Lindsey Wood Davis
WSWT-F, 106.9, 50 KW @ 480	, EZ	ABC E	, $ 27.00	(Christal)	Comm. Service	Jim Glassman
WTAZ-F, 102.3, 3 KW @ 300	, TALK	ABC T, TALKNT	, $ 12.00	(——)	(MORTON)	Lynette Demanes
WWCT-F, 105.7, 36 KW @ 570	, AOR	SOURCE	, $ 37.00	(HNWH)		Bruce Foster
WXCL-F, 104.9, 3 KW @ 326	, COUNTRY	UNIPWR	, $ 30.00	(Banner)	Kelly	Bill Early

PHILADELPHIA

Arbitron Rank/Pop (12+): 5/4,133,600
MSA Rank/Pop: 4/4,929,800
ADI # 4
Average Person Ratings: 19.5
Market TSL: 25.25 hours

Stations: 30/25
Diaries: 2428/1702:1/51.7%
Sample Target: 2470
% Below Line: 1.9
% Not Listed: 9.3

1989 Revenue: $131,200,000
HH Inc.: $31,782
Retail $: 38.8 Bil
Pop per Station: 165,344
#1 Biller: WMMR-F $16,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WMMR-F	(AOR)	657/ 8.2	6.9	7.5	8.1	6.9	7.7	856/11554	8512/20.6	19.1	19.2		9.1	727	8671	WMMR-F
2. WUSL-F	(B)	546/ 6.8	6.7	5.8	5.7	6.9	6.3	678/6728	5295/12.8	12.7	14.3		9.0	725	6539	WUSL-F
3. WYSP-F	(CL AOR)	516/ 6.4	6.2	5.3	5.5	4.5	5.8	651/9803	7234/17.5	16.1	15.3		5.5	439	6205	WYSP-F
4. WEAZ-F	(EZ)	493/ 6.1	6.3	5.6	6.3	6.6	6.1	579/7762	6330/15.3	15.7	17.0		4.9	390	5260	WEAZ-F
5. KYW	(N)	463/ 5.8	7.4	6.6	7.0	7.1	6.7	508/12207	10783/26.1	29.6	27.0		7.2	580	9980	KYW
6. WPEN	(BB)	418/ 5.2	6.0	5.2	6.8	5.8	5.8	475/4773	4225/10.2	10.0	10.6		4.2	335	2728	WPEN
7. WIOQ-F	(CHR)	411/ 5.1	5.9	5.3	4.8	4.8	5.3	510/8936	7257/17.6	17.2	15.9		7.6	611	7943	WIOQ-F
8. WEGX-F	(CHR)	396/ 4.9	5.4	5.5	4.3	6.1	5.0	484/9380	7512/18.2	18.6	20.6		5.9	476	8714	WEGX-F
9. WXTU-F	(C)	386/ 4.8	3.3	4.8	4.6	4.0	4.4	549/6482	4361/10.6	10.3	10.6		4.0	320	3340	WXTU-F
10. WOGL-F	(O)	370/ 4.6	3.9	4.1	4.5	3.2	4.3	477/7302	5501/13.3	12.4	10.7		3.4	269	4340	WOGL-F
11. WDAS-F	(B)	346/ 4.3	3.8	3.6	3.6	3.8	3.8	378/4718	4156/10.1	8.9	9.3		4.4	356	4133	WDAS-F
12. WKSZ-F	(SAC)	320/ 4.0	4.5	4.5	4.3	4.6	4.3	393/5956	4813/11.6	12.4	12.0		2.8	224	2895	WKSZ-F
13. WMGK-F	(AC)	316/ 3.9	4.5	3.2	3.8	4.6	3.8	350/6107	5177/12.5	11.0	14.0		3.2	257	3672	WMGK-F
14. WCAU	(T)	299/ 3.7	3.1	3.6	3.8	3.4	3.5	343/5850	4991/12.1	11.8	12.8		3.9	311	4667	WCAU
15. WFLN-F	(CL)	252/ 3.1	2.5	2.6	2.0	2.3	2.5	310/4152	3188/ 7.7	7.4	7.4		2.5	199	2415	WFLN-F
16. WWDB-F	(T)	246/ 3.1	3.9	3.2	3.7	4.4	3.5	307/4208	3348/ 8.1	7.5	9.8		4.2	340	3132	WWDB-F
17. WSNI-F	(AC)	231/ 2.9	3.2	3.1	3.8	2.9	3.3	263/5252	4435/10.7	10.9	10.8		2.3	183	3110	WSNI-F
18. WIP	(T)	183/ 2.3	1.8	2.6	1.9	1.8	2.1	207/3548	3058/ 7.4	10.5	8.3		2.0	157	3263	WIP
19. WDAS	(R/G)	81/ 1.0	1.0	1.6	1.1	1.0	1.2	83/1498	1454/ 3.5	3.8	3.6		0.5	42	824	WDAS
20.																

12+ FM SHARE (METRO): 77.22% (5635 of 7297) (SPG 89: 76.59%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WUSL-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F	1 WPEN <	1 KYW	1 WMMR-F<	1 WMMR-F	1 WUSL-F>	1 KYW >>
2 WIOQ-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 WYSP-F	2 KYW	2 WYSP-F	2 WEAZ-F>	2 WEGX-F<	2 WIOQ-F<	2 WWDB-F>>
3 WEGX-F>	3 WUSL-F	3 WUSL-F	3 WUSL-F<	3 WUSL-F	3 WEAZ-F	3 WMMR-F>	3 WKSZ-F	3 WEAZ-F<	3 WMMR-F	3 WUSL-F>>
4 WYSP-F	4 WIOQ-F	4 WOGL-F	4 WOGL-F	WOGL-F	4 WXTU-F	4 WUSL-F<	4 WYSP-F<	4 WUSL-F	4 WCAU	4 WXTU-F
5	5 WEGX-F	5 WEGX-F	5 WDAS-F	5 WDAS-F<	5 WCAU	5 WEAZ-F<	5 WXTU-F	5 WOGL-F	5 WDAS-F	5 WCAU
6	6 WDAS-F>	WDAS-F<	6 WXTU-F	6 WEAZ-F<	6 WOGL-F	6 WPEN	WPEN <	WIOQ-F	6 WYSP-F<	6 WMMR-F<
7	7 WMGK-F	7 WIOQ-F	7 WEAZ-F	7 WXTU-F	7 WKSZ-F<	7 WXTU-F	7 WOGL-F<	7 WYSP-F	7 WEGX-F	7 WDAS-F
8	8 WSNI-F	8	8 WMGK-F	8 WKSZ-F<	8 WFLN-F	8 WMGK-F>>	8 WUSL-F	8 WPEN	8 WWDB-F	8 WPEN
9	9	9	9	9 WMGK-F	9 WWDB-F	9 WKXW-F	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WIOQ-F>	1 WMMR-F	1 WMMR-F	1 WUSL-F	1 WEAZ-F
2 WMMR-F<	2 WIOQ-F	2 WYSP-F	2 WMMR-F	2 WUSL-F<
3 WEGX-F	3 WEGX-F	3 WUSL-F<	3 WEGX-F<	3 WOGL-F<
4 WUSL-F>	4 WUSL-F	4 WEGX-F	4 WEAZ-F	4 WKSZ-F
5 WYSP-F<	5 WYSP-F	5 WDAS-F	5 WIOQ-F	5 WDAS-F
6 WEAZ-F>	6 WDAS-F<	6 WMGK-F	6 WOGL-F	6 WMGK-F<
7 WSNI-F	7 WEAZ-F<	7 WSNI-F	7 WYSP-F	7 WMMR-F<
8 WMGK-F	8 WMGK-F	8 WKSZ-F	8 WKSZ-F	8 WEGX-F
9	9	WEAZ-F	WDAS-F<	9
	10	10	10 WMGK-F	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WMMR-F	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>	1 WMMR-F>
2 WYSP-F>	2 WYSP-F>	2 WYSP-F>	2 WYSP-F>	2 WFMZ-F>
3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WXTU-F
4 WEGX-F	4 WDAS-F<	4 WDAS-F	4 WOGL-F	4 WOGL-F
5 WIOQ-F>	5 WIOQ-F	5 WIOQ-F	WDAS-F	5 WUSL-F<
6 WDAS-F>	6 WEGX-F	6 WXTU-F<	6 WXTU-F	6 WDAS-F
7 WMGK-F	7	7 WFLN-F<	7 WIOQ-F	7 WIP
8	8	8 WEGX-F<	8 WEGX-F	8 WEAZ-F
9	9	9 WOGL-F	9 WIP	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		866 (4)	866 (4)	11.9	13.6	WCOJ	1420	Coatesville	0.3/0.8/ 28/ 337
AOR/CLASSIC		1173 (2)	1173 (2)	16.1	12.8	WEAZ	560	Philadelphia	0.3/1.5/ 32/ 831
AC/OLDIES/SOFT ROCK	43 (1)	1262 (5)	1305 (6)	17.9	18.6	WHAT	1340	Philadelphia	0.6/2.7/ 51/1118
MOR/VARIETY	27 (1)		27 (1)	0.4		WNAP	1110	Norristown	0.6/1.2/ 48/ 486
COUNTRY		413 (2)	413 (2)	5.7	4.5	WPGR	1540	Philadelphia	0.5/0.9/ 48/ 386
BLACK/URBAN		892 (2)	892 (2)	12.2	13.1	WZZD	990	Philadelphia	0.3/1.3/ 27/ 586
BEAUTIFUL/EASY	24 (1)	531 (2)	555 (3)	7.6	8.4				
NEWS/TALK	945 (3)	246 (1)	1191 (4)	16.3	18.7	WFMZ-F	100.7	Allentown	0.5/1.3/216/2266
NOSTALGIA	418 (1)		418 (1)	5.7	6.5	WJBR-F	99.5	Wilmington	0.3/1.7/118/1829
RELIGION/GOSPEL	154 (3)		154 (3)	2.1	1.3	WKXW-F	101.5	Trenton	0.3/1.5/103/1767
SPANISH						WPST-F	97.5	Trenton/Phily	0.4/2.7/ 76/1911
CLASSICAL		252 (1)	252 (1)	3.5	2.6	WSTW-F	93.7	Wilmington	0.3/2.0/130/2277
JAZZ/NEW AGE									
UNKNOWN/OTHERS	51 (1)		51 (1)	0.7					
	1662 (11)	5635 (19)	7297 (30)						

RADIO STATIONS

AM STATIONS

KYW , 1060, 50 KW (DA-1) , NEWS	NBC APR, $ 260.00	(Group W)	Westinghouse	Roy Shapiro
WCAU, 1210, 50 KW , TALK	CBS, $ 105.00	(CBS)	CBS	Chris Witting
WDAS, 1480, 5 KW/1 KW (DA-2) , GOSPEL	NBN, $ 45.00	(Banner)	Unity	Kernie Anderson
WHAT, 1340, 1 KW , BLACK	SBN, $ 42.00	(---)		Cody Anderson
WIP , 610, 5 KW (DA-1) , SPORTS/TALK	ABC E MBS, $ 59.00	(Katz)		Jack Williams
WPEN, 950, 5 KW (DA-N) , NOSTALGIA	UNIULT, $ 140.00	(MMR)	Greater Media	Dean Tyler
WPGR, 1540, 50 KW (DAYS,DA) , OLDIES	UNISUP UNIULT, $ 30.00	(Durpetti)	Pyramid	Jeff Specter
WTEL, 860, 10 KW/500 W (DA-2), HISPANIC	, $ 22.00	(Katz Hisp.)	Beasley	Raul Delgado
WZZD, 990, 50 KW/10 KW (DA-2), RELIGION	, $ 30.00	(---)		Jennifer Lear

FM STATIONS

WDAS, 105.3, 3 KW @ 870, BLACK	, $ 80.00	(Banner)	Unity	Kernie Anderson
WEAZ, 101.1, 14 KW @ 940, EZ/SOFT AC	UNISUP, $ 184.00	(McGuild)		Jerry Lee
WEGX, 106.1, 22 KW @ 740, CHR	ABC C, $ 140.00	(Eastman)	Malrite LP	Dave Noll
WFLN, 95.7, 50 KW @ 500, CLASSICAL	, $ 96.00	(CMBS)	Marlin	Dick Tedesso
WIOQ, 102.1, 27 KW @ 671, CHR/URBAN	, $ 120.00	(HNWH)	EZ	Gil Rozzo
WKSZ, 100.3, 35 KW @ 600, SOFT AC	, $ 170.00	(Katz)		Dan Lerner
WMGK, 102.9, 9 KW @ 1180, AC	, $ 175.00	(MMR)	Greater Media	Dean Tyler
WMMR, 93.3, 29 KW @ 669, AOR	SOURCE UNIPWR, $ 300.00	(Group W)	Westinghouse	
WOGL, 98.1, 12 KW @ 1000, OLDIES	CBS, $ 120.00	(CBS)	CBS	Steve Carver
WSNI, 104.5, 16 KW @ 873, AC	, $ 152.00	(Durpetti)	Pyramid	Jeff Specter
WUSL, 98.9, 18 KW @ 830, BLACK	ABC FM, $ 190.00	(McGuild)	Tak	Bruce Holberg
WWDB, 96.5, 17 KW @ 865, TALK	ABC I, $ 90.00	(Republic)	Panache	Charles Schwartz
WXTU, 92.5, 15 KW @ 900, COUNTRY	MBS UNIULT, $ 110.00	(Republic)	Beasley	Ken Manus
WYSP, 94.1, 16 KW @ 900, CLASSIC AOR	ABC R, $ 185.00	(Torbet)	Infinity	Ken Stevens

WAAF — SEE WORCESTER

PHOENIX

Arbitron Rank/Pop (12+): 23/1,743,300

MSA Rank/Pop: 20/2,085,600
ADI # 20
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 30/30
Diaries: 1735/1005:1/54.0%
Sample Target: 1610
% Below Line: 0.0
% Not Listed: 6.6

1989 Revenue: $72,600,000
HH Inc.: $29,530
Retail $: 15.5 Bil
Pop per Station: 58,110
#1 Biller: KNIX-AF $12,300,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KNIX-F	(C)	270/ 9.1	11.4	10.6	10.6	10.8	10.4	332/4259	3565/20.4	22.8	22.0		9.9	321	2542	KNIX-F
2. KTAR	(N/T)	255/ 8.6	8.3	7.9	8.3	7.9	8.3	261/3716	3569/20.5	19.1	18.7		7.0	227	3012	KTAR
3. KUPD-F	(AOR)	198/ 6.7	7.4	6.2	7.2	7.7	6.9	260/3050	2511/14.4	14.2	15.9		8.0	259	2980	KUPD-F
4. KMEO-F	(EZ)	160/ 5.4	6.2	6.7	7.2	6.4	6.4	160/2245	2133/12.2	13.8	14.7		3.5	114	1552	KMEO-F
5. KKLT-F	(AC)	151/ 5.1	6.4	5.8	6.9	5.5	6.1	163/2505	2350/13.5	13.9	14.3		5.9	190	2549	KKLT-F
6. KOY -F	(CHR)	138/ 4.7	6.3	3.1	4.8	4.4	4.7	156/3183	2902/16.6	13.6	15.8		7.4	241	3998	KOY -F
7. KMLE-F	(C)	137/ 4.6	4.5	3.7	3.7	3.3	4.1	155/1946	1668/ 9.6	7.5	7.0		5.6	181	1725	KMLE-F
8. KDKB-F	(AOR)	132/ 4.5	4.4	3.5	3.5	3.4	4.0	145/2437	1954/11.2	10.1	12.0		4.0	129	2147	KDKB-F
9. KMXX-F	(AC)	129/ 4.4	2.2	1.6	2.3	2.7	2.6	134/1811	1696/ 9.7	6.4	7.8		1.9	63	1293	KMXX-F
10. KOOL-F	(O)	126/ 4.3	4.0	4.5	3.3	3.0	4.0	144/2551	2265/13.0	11.2	10.3		3.0	96	1456	KOOL-F
11. KKFR-F	(CHR)	125/ 4.2	5.6	5.7	3.9	2.6	4.8	130/2406	2275/13.0	13.8	11.1		7.2	235	3359	KKFR-F
12. KESZ-F	(AC)	123/ 4.2	3.2	2.6	2.7	3.0	3.2	146/1746	1621/ 9.3	9.0	8.1		3.2	104	1353	KESZ-F
13. KSLX-F	(CL AOR)	103/ 3.5	4.0	3.3	4.3	4.5	3.8	123/2207	1925/11.0	10.0	11.4		5.0	161	1656	KSLX-F
14. KZZP-F	(CHR)	92/ 3.1	2.9	6.4	7.0	9.0	4.8	95/2651	2545/14.6	19.6	22.9		3.3	106	3091	KZZP-F
KOY	(BB)	92/ 3.1	3.2	3.3	2.2	3.0	3.0	99/1440	1346/ 7.7	7.1	8.1		2.6	84	774	KOY
16. KFYI	(T)	87/ 2.9	2.1	3.7	3.6	3.3	3.1	94/1339	1273/ 7.3	8.3	7.1		2.4	78	664	KFYI
17. KOOL	(O)	61/ 2.1	1.4	1.4	2.2	2.2	1.8	62/954	919/ 5.3	3.5	5.7		1.4	46	595	KOOL
18. KUKQ	(AOR)	50/1.7	1.2	1.1	1.0	1.1	1.3	52/708	697/ 4.0	2.8	1.9		1.9	62	603	KUKQ
19. KONC-F	(CL)	46/ 1.6	1.3	1.2	1.4	1.2	1.4	47/729	714/ 4.1	3.6	2.6		1.2	40	585	KONC-F
20. KLFF	(BB)	44/ 1.5	1.8	2.8	1.8	2.1	2.0	46/750	718/ 4.1	4.6	4.3		2.2	71	765	KLFF

12+ FM SHARE (METRO): 71.45% (1977 of 2767) (SPG 89: 73.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOY -F	1 KUPD-F>	1 KUPD-F>	1 KKLT-F	1 KKLT-F<	1 KNIX-F<	1 KTAR	1 KNIX-F	1 KNIX-F	1 KTAR	1 KTAR
2 KKFR-F>>	2 KDKB-F	2 KNIX-F	2 KNIX-F<	2 KNIX-F	2 KTAR >	2 KNIX-F	2 KTAR	2 KTAR	2 KUPD-F	2 KNIX-F>
3 KZZP-F<	3 KSLX-F	KKLT-F<	3 KMXX-F<	3 KOOL-F<	3 KMEO-F>	3 KUPD-F>	KKLT-F	3 KKLT-F<	3 KOY -F<	3 KUPD-F>>
4 KUPD-F>	4 KKFR-F	4 KDKB-F<	4 KOOL-F<	4 KMXX-F<	4 KOY	4 KOY -F	4 KMEO-F<	4 KUPD-F	4 KKFR-F<	4 KFYI
5	5 KMXX-F<	5 KMXX-F	5 KDKB-F<	5 KTAR <	KKLT-F	KDKB-F	5 KUPD-F	5 KMEO-F	5 KNIX-F>	5 KDKB-F
6	6 KOY -F<	6 KOOL-F	6 KTAR <	6 KDKB-F<	6 KOOL-F	6 KMEO-F	6 KMLE-F<	KESZ-F<	6 KFYI	6 KMEO-F
7	7 KMLE-F<	7 KSLX-F	7 KUPD-F<	7 KESZ-F<	7 KMLE-F	KKLT-F	7 KMXX-F	7 KOOL-F<	KDKB-F	7
8	8 KZZP-F	KMLE-F	8 KESZ-F	8 KUPD-F	8 KFYI	8	8	8 KMXX-F	8	8
9	KKLT-F	KESZ-F<	9	9	9	9	9	KKFR-F	9	9
10	10	10 KTAR	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKFR-F	1 KUPD-F	1 KKLT-F>	1 KKLT-F	1 KKLT-F	1 KUPD-F>>	1 KUPD-F>>	1 KUPD-F	1 KUPD-F>	1 KTAR
2 KOY -F	KOY -F	2 KESZ-F	2 KNIX-F	2 KNIX-F	2 KKFR-F	2 KDKB-F<	2 KDKB-F<	2 KDKB-F	2 KUPD-F<
3 KUPD-F	3 KKLT-F<	3 KMXX-F	3 KESZ-F<	3 KESZ-F<	3 KSLX-F	3 KSLX-F>	3 KSLX-F>	3 KTAR	3 KDKB-F
4 KZZP-F	4 KKFR-F	4 KNIX-F	4 KMXX-F	4 KOOL-F<	KDKB-F>	4 KKFR-F	4 KTAR	KSLX-F	4 KNIX-F<
KMLE-F	5 KESZ-F<	KDKB-F	5 KOOL-F<	5 KMXX-F	5 KMLE-F	5 KTAR	5 KMXX-F	5 KMXX-F<	5 KSLX-F
6 KUKQ	6 KMXX-F<	6 KOOL-F	6 KOY -F	6 KMEO-F	6 KOY -F	KMXX-F	6 KFYI	6 KOOL-F	KOOL-F<
7 KNIX-F	7 KNIX-F	7 KUPD-F	KMLE-F	7 KMLE-F	7	7 KMLE-F	7 KZZP-F	7 KNIX-F	7 KMXX-F
8 KMXX-F	KMLE-F<	KSLX-F	8 KUPD-F	8 KDKB-F	8	8 KZZP-F	KKLT-F	8 KMLE-F	8 KKLT-F
KESZ-F	9 KZZP-F<	9 KOY -F	KKFR-F	9	9	9	KKFR-F	9 KKLT-F	9
KDKB-F	10 KDKB-F	10 KMLE-F	10	10	10	10	KESZ-F	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		355 (3)	355 (3)	12.8	16.1
AOR/CLASSIC	50 (1)	433 (3)	483 (4)	17.5	16.8
AC/OLDIES/SOFT ROCK	61 (1)	529 (4)	590 (5)	21.3	17.5
MOR/VARIETY					
COUNTRY	37 (1)	418 (3)	455 (4)	16.4	16.8
BLACK/URBAN					
BEAUTIFUL/EASY	22 (1)	160 (1)	182 (2)	6.6	7.2
NEWS/TALK	342 (2)		342 (2)	12.4	12.1
NOSTALGIA	155 (3)		155 (3)	5.6	5.4
RELIGION/GOSPEL	14 (1)		14 (1)	0.5	0.5
SPANISH	109 (3)	16 (1)	125 (4)	4.5	3.5
CLASSICAL		46 (1)	46 (1)	1.7	1.2
JAZZ/NEW AGE		20 (1)	20 (1)	0.7	1.1
UNKNOWN/OTHERS					1.7
	790 (13)	1977 (17)	2767 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCWW	1580	Tempe/Phoenix	1.2/2.7/ 38/ 501
KGRX-F	100.3	Globe	0.7/3.1/ 21/ 592
KMEO	740	Phoenix	0.7/2.9/ 22/ 525
KPHX	1480	Phoenix	1.2/2.4/ 36/ 413
KRDS	1190	Tolleson/Phnx	0.5/1.3/ 14/ 219
KSUN	1400	Phoenix	1.0/2.1/ 31/ 387
KTIM-F	105.3	Wickenburg	0.4/1.2/ 30/ 420
KVVA	860	Phoenix	1.4/3.1/ 44/ 553
KVVA-F	107.1	Apache Jnctn	0.5/1.6/ 18/ 293
KXAM	1310	Mesa/Phoenix	0.6/1.8/ 20/ 329

RADIO STATIONS

AM STATIONS

KFYI	910	5 KW (DA-N)	News/Talk	CBS	$ 49.00	(Republic)	Broadcast Group	Fred Weber
KLFF	1360	5 KW/1 KW (DA-N)	Nostalgia	NBC	$ 31.00	(–––)		Jim Hastings
KOOL	960	5 KW (DA-N)	Oldies	SMN	$ NA	(HNWH)	Adams	Jim Seemiller
KOY	550	5 KW/1 KW	Nostalgia	UNISUP UNIULT	$ 40.00	(Christal)	Edens	Nancy Reynolds
KPHX	1480	1 KW/500W (DA-2)	Hispanic	CRC	$ 26.00	(Caballero)		Freddy Morales
KSUN	1400	1 KW	Hispanic		$ 25.00	(Cabellero)		Gloria Cavazos
KTAR	620	5 KW (DA-N)	News/Talk	ABC I	$175.00	(CBS)	Pulitzer	Jim Taszarek
KUKQ	1060	5 KW/500 W (DA-N)	AOR		$ 27.00	(Banner)		Lloyd Melton
KVVA	860	1 KW (DA-N)	Hispanic		$ 25.00	(Lotus)		Pat Nugent
KXEG	1010	1 KW/250 W	Religion		$ 10.00	(–––)	Mid-America Gospel	Jim Spurgin

FM STATIONS

KDKB	93.3	100 KW @ 1540	AOR		$ 65.00	(Torbet)	Sandusky	Chuck Artigue
KESZ	99.9	100 KW @ 1674	AC		$ 68.00	(Eastman)		Jerry Ryan
KGRX	100.3	90 KW @ 2047	Jazz/NAC	ABC C UNIPWR	$ 35.00	(Roslin)	(GLOBE)	Doug Tangeman
KKFR	92.3	100 KW @ 1647	CHR		$ 70.00	(Republic)	Broadcast Group	Fred Weber
KKLT	98.7	100 KW @ 1788	AC		$108.00	(CBS)	Pulitzer	Jim Taszarek
KMEO	96.9	100 KW @ 1560	EZ		$ 97.00	(Group W)	Westinghouse	Rick Green
KMLE	107.9	100 KW @ 1736	Country		$ 68.00	(Republic)	Shamrock	J.D. Freeman
KMOX	101.5	100 KW @ 1740	AC	UNISUP	$ 70.00	(Banner)	EZ	Gary Brobst
KNIX	102.5	100 KW @ 1620	Country		$215.00	(Katz)	Buck Owens	Michael Owens
KONC	106.3	2.5 KW @ 324	Classical	NBC	$ 37.00	(CMBS)	(SUN CITY)	Jim Hastings
KOOL	94.5	100 KW @ 1655	Oldies		$111.00	(HNWH)	Adams	Jim Seemiller
KOY	95.5	100 KW @ 1570	CHR		$ 88.00	(Christal)	Edens	Nancy Reynolds
KSLX	100.7	100 KW @ 1840	Classic AOR		$ 80.00	(MMR)	Cook Inlet	Reid Reiker
KVVA	107.1	2.5 KW @ 320	Hispanic		$ 30.00	(Lotus)	(APACHE JUNCTION)	Pat Nugent
KZZP	104.7	100 KW @ 1550	CHR		$120.00	(Mc-Guild)	Nationwide	Dale Weber
KUPD	97.9	100 KW @ 1620	AOR		$ 90.00	(Banner)		Lloyd Melton

CALL LETTER CHANGES

KZZP changes to KXAM (March)
KAMJ-F changes to KMOX-F (May)
KNIX-AM changes to KCWW (Jan)

FORMAT CHANGES

KXAM changes from CHR to Nostalgia (Mar)

STATION SALES

KGRX-F sold by First City for $2,000,000

KESZ-F sold by Durry for $10,400,000

PITTSBURGH

Arbitron Rank/Pop (12+): 19/1,954,700

MSA Rank/Pop: 19/2,086,800
ADI # 17
Average Person Ratings: 18.2
Market TSL: 23.75 hours

Stations: 27/26
Diaries: 1773/1102:1/58.3%
Sample Target: 1760
% Below Line: 0.6
% Not Listed: 9.3

1989 Revenue: $50,700,000
HH Inc.: $26,898
Retail $: 14.2 Bil
Pop per Station: 75,180
#1 Biller: KDKA $8,700,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KDKA	(MOR)	469/13.2	13.6	12.3	13.6	14.1	13.2	531/7897	6487/33.2	29.9	33.7		11.7	389	4821	KDKA
2. WDVE-F	(AOR)	348/ 9.8	9.3	7.8	9.3	7.1	9.1	479/5423	3781/19.3	17.7	17.2		12.6	417	3998	WDVE-F
3. WBZZ-F	(CHR)	299/ 8.4	9.5	8.7	9.3	9.9	9.0	386/6152	4714/24.1	25.2	26.1		12.6	417	5417	WBZZ-F
4. WWSW-F	(O)	248/ 7.0	6.4	6.1	6.6	7.3	6.5	321/4483	3421/17.5	16.8	17.4		4.6	154	2482	WWSW-F
5. WAMO-F	(B)	238/ 6.7	5.7	5.4	6.1	5.5	6.0	264/2848	2496/12.8	10.9	11.3		10.0	331	3184	WAMO-F
6. WDSY-F	(C)	206/ 5.8	4.5	3.8	3.6	4.2	4.4	247/3120	2313/11.8	8.7	8.9		4.5	150	1912	WDSY-F
7. WTAE	(N/T)	201/ 5.7	5.3	6.8	2.9	3.9	5.2	206/2611	2516/12.9	17.1	12.1		4.5	148	2241	WTAE
8. WSHH-F	(EZ)	197/ 5.5	7.1	9.6	7.6	9.4	7.4	238/3415	2783/14.2	17.0	18.4		4.8	160	1739	WSHH-F
9. WMYG-F	(CL AOR)	150/ 4.2	3.4	4.2	5.3	4.4	4.3	178/2982	2524/12.9	10.7	11.3		5.5	182	2396	WMYG-F
10. WJAS	(BB)	138/ 3.9	3.4	3.4	4.4	3.1	3.8	140/1651	1616/ 8.3	7.8	7.2		2.4	80	1434	WJAS
11. WLTJ-F	(SAC)	136/ 3.8	4.5	4.4	3.8	4.7	4.1	157/2430	2052/10.5	9.5	11.4		2.1	69	1404	WLTJ-F
12. WHTX-F	(AC)	131/ 3.7	4.5	3.7	3.9	2.6	4.0	141/2205	1975/10.1	13.4	10.4		2.9	95	1458	WHTX-F
13. WEZE-F	(EZ)	102/ 2.9	2.7	2.4	2.4	1.7	2.6	126/1647	1335/ 6.8	8.9	8.8		1.9	62	922	WEZE-F
14. KQV	(N/T)	66/ 1.9	1.6	2.1	2.0	2.6	1.9	67/1476	1426/ 7.3	7.6	9.3		1.2	40	966	KQV
15. WMXP-F	(CHR)	56/ 1.6	1.4	1.4	1.9	2.1	1.6	75/1798	1465/ 7.5	7.0	7.4		1.3	42	1177	WMXP-F

12+ FM SHARE (METRO): 69.18% (2231 of 3225) (SPG 89: 68.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBZZ-F>>	1 WDVE-F>>	1 WDVE-F>	1 WWSW-F	1 WWSW-F	1 KDKA >>	1 KDKA >>	1 WDVE-F>	1 WDVE-F	1 KDKA >>	1 KDKA >>
2 WAMO-F>	2 WBZZ-F	2 WWSW-F<	2 WDVE-F>	2 WDVE-F	2 WTAE	2 WDVE-F	2 WWSW-F<	2 KDKA	2 WAMO-F<	2 WAMO-F>
3 WDVE-F	3 WAMO-F	3 WBZZ-F	3 WAMO-F<	3 KDKA	3 WSHH-F<	3 WBZZ-F>	3 KDKA <	3 WBZZ-F<	3 WDVE-F<	3 WDVE-F
4	4 WMYG-F	4 WAMO-F	4 WBZZ-F	4 WAMO-F<	4 WWSW-F	4 WTAE <	4 WBZZ-F<	4 WWSW-F	4 WBZZ-F>	4 WSHH-F
5	5 WWSW-F>	5 WMYG-F	5 KDKA	5 WBZZ-F	5 WDSY-F<	5 WWSW-F	5 WSHH-F<	5 WAMO-F	5 WWSW-F	5 WTAE
6	6 WDSY-F	6 KDKA	6 WLTJ-F	6 WLTJ-F	6 WJAS	WSHH-F<	6 WDSY-F<	6 WDSY-F	6 WTAE	6 WWSW-F<
7	7	7 WHTX-F<	WHTX-F	WDSY-F	7	7 WAMO-F	7 WTAE	7 WSHH-F	7	7 WBZZ-F
8	8	8 WLTJ-F	8 WMYG-F<	8 WHTX-F	8	8	8	8	8	8
9	9	WDSY-F	9 WDSY-F	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBZZ-F	1 WBZZ-F	1 WDVE-F<	1 WBZZ-F	1 WWSW-F	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F>>	1 WDVE-F<
2 WAMO-F<	2 WDVE-F	2 WAMO-F	2 WAMO-F	2 WAMO-F<	2 WMYG-F	2 WMYG-F	2 WWSW-F	2 WWSW-F	2 WWSW-F>
3 WDVE-F>>	WAMO-F>>	3 WBZZ-F>	3 WWSW-F	3 WBZZ-F	3 WBZZ-F>>	3 WBZZ-F>	3 WMYG-F>	3 WMYG-F	3 KDKA
4 WMYG-F	4 WWSW-F	4 WWSW-F	4 WDVE-F>	4 KDKA	4 WAMO-F>	4 WWSW-F	4 WBZZ-F	4 WBZZ-F	4 WMYG-F
5 WSHH-F	5 WLTJ-F	WLTJ-F	5 WLTJ-F<	5 WLTJ-F	5 WDSY-F	5 WAMO-F	5 WAMO-F	5 WDSY-F<	WDSY-F
WDSY-F	6 WHTX-F	6 WHTX-F	6 WHTX-F	6 WHTX-F	6	6 WDSY-F	6 WDSY-F	6 WAMO-F	6 WAMO-F
7	7 WMYG-F	7	7 KDKA	7 WSHH-F	7	7	7	KDKA	7 WBZZ-F
	8 WDSY-F			WDVE-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		398 (4)	398 (4)	12.3	13.4
AOR/CLASSIC		498 (2)	498 (2)	15.4	12.6
AC/OLDIES/SOFT ROCK	25 (1)	546 (5)	571 (6)	17.7	20.3
MOR/VARIETY	504 (2)		504 (2)	15.6	18.3
COUNTRY	37 (2)	216 (2)	253 (4)	7.8	6.3
BLACK/URBAN		238 (1)	238 (1)	7.4	6.4
BEAUTIFUL/EASY		299 (2)	299 (2)	9.3	10.4
NEWS/TALK	267 (2)		267 (2)	8.3	7.2
NOSTALGIA	138 (1)		138 (1)	4.3	3.4
RELIGION/GOSPEL	9 (1)	36 (1)	45 (2)	1.4	1.7
SPANISH					
CLASSICAL	14 (1)		14 (1)	0.4	
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	994 (10)	2231 (17)	3225 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WASP	1130	Brownville	0.6/0.9/ 21/ 171
WEEP	1080	Pittsburgh	0.5/1.8/ 17/ 421
WESA-F	98.3	Charleroi	0.5/1.5/ 16/ 288
WMBS	590	Uniontown	1.0/2.0/ 38/ 489
WPIT	730	Pittsburgh	0.3/1.2/ 10/ 270
WPIT-F	101.5	Pittsburgh	1.0/3.5/ 45/ 866
WSSZ-F	107.1	Greensburg/Pitt	0.6/2.2/ 21/ 438
WWCS	540	Canonsbrg/Pitsb	0.4/1.4/ 15/ 300
WWKS-F	106.7	Beaver Falls	0.4/1.6/ 24/ 528
WWSW	970	Pittsburgh	0.7/2.3/ 27/ 500
WYTK-F	95.3	Washington	0.3/0.8/ 10/ 158
WVAQ-F	101.9	Morgantown	0.6/1.1/ 78/ 930

RADIO STATIONS

AM STATIONS

KDKA,	1020,	50 KW	,	Full Service	NBC,	$150.00	(Group W)	Westinghouse	Ted Jordan
KQV ,	1410,	5 KW (DA-2)	,	News/Talk	CBS UNIULT,	$ 41.00	(Roslin)		Bob Dickey
WEEP,	1080,	50 KW (Days, DA)	,	Oldies	UNISUP UNIULT,	$ NA	(Republic)	Entercom	Peter Casella
WJAS,	1320,	5 KW (DA-N)	,	Nostalgia	UPI CNN,	$ 40.00	(Eastman)	Renda	Tony Renda
WMBS,	590,	1 KW (DA-N)	,	MOR	CBS,	$ 15.00	(Regional)	(UNIONTOWN)	Simon Rider
WPIT,	730,	5 KW/24 W	,	Religion	,	$ NA	(---)	Pyramid	Michael Komichak
WTAE,	1250,	5 KW (DA-N)	,	News/Talk	ABC E MBS,	$ 65.00	(Katz)	Hearst	Jim Carter
WWSW,	970,	5 KW (DA-2)	,	See WWSW-FM					
WYJZ,	860,	1 KW (Days, DA)	,	??	,	$ 20.00	(HNWH)	Sheridan	Tony Rizza

FM STATIONS

WAMO,	105.9,	72 KW @ 430	,	Black	SBN,	$ 56.00	(HNWH)	Sheridan	Ron Davenport
WBZZ,	93.7,	41 KW @ 547	,	CHR	,	$147.00	(Banner)	EZ	Tex Meyer
WDSY,	107.9,	50 KW @ 500	,	Country	UNIPWR,	$ 57.00	(Republic)	Entercom	Peter Casella
WDVE,	102.5,	55 KW @ 816	,	AOR	SOURCE,	$109.00	(Christal)	Great American	Bob Roof
WEZE,	104.7,	50 KW @ 500	,	EZ	ABC FM RADRAD,	$ 40.00	(Roslin)		
WHTX,	96.1,	50 KW @ 500	,	AC	ABC E,	$ 88.00	(Katz)	Hearst	Jim Carter
WLTJ,	92.9,	47 KW @ 894	,	Soft AC	,	$ 54.00	(Durpetti)		Judy Reich
WMXP,	100.7,	50 KW @ 492	,	CHR/Dance	ABC FM,	$ 40.00	(Republic)	Signature	Chris Wegman
WMYG,	96.9,	45 KW @ 162	,	Classic AOR	ABC R,	$ 60.00	(MMR)		Stu Cohen
WPIT,	101.5,	48 KW @ 505	,	Religion	,	$ NA	(---)	Pyramid	Michael Komichak
WSHH,	99.7,	11 KW @ 927	,	Soft AC/EZ	UPI UNISUP,	$ 70.00	(Eastman)	Renda	Tony Renda
WWSW,	94.5,	50 KW @ 810	,	Oldies	ABC D UNISUP,	$128.00	(Mc-Guild)	Shamrock	Mike Crusham

CALL LETTER CHANGES

WNRJ changes to WEZE (Jan)

FORMAT CHANGES

WEZE changes from CHR to Btfl/EZ (Jan)

STATION SALES

WBVP, WWKS-F sold for $2,900,000 (Foreman)

FORMAT CODES

AC - Adult Contemporary
AOR - Album Oriented Rock
B - Black (audience predominately black - over 60%)
BB - Big Band, Nostalgia
C - Country
CHR - Contemporary Hit Radio, Top 40, Contemporary
CL - Classical
CL AOR - Classic AOR, Classic Rock
E - Ethnic
EZ - EZ Listening, Beautiful Music, Some Very soft AC
G - Gospel

J/NA - Jazz and New Age
M - Middle of Road, (MOR) Full Service
N - News
O - Oldies (1955 to near 1988)
R - Religion, Christian
SAC - Soft Adult Contemporary
SP - Hispanic/Spanish
T - Talk
U - Urban (majority of audience is non-white)
? - Others or Unknown

PORTLAND, ME

Arbitron Rank/Pop (12+): 157/198,500

MSA Rank/Pop: 180/240,500
ADI # 74
Average Person Ratings: 15.9
Market TSL: 20.75 hours

Stations: 21/18
Diaries: 624/318:1/57.8%
Sample Target: 560
% Below Line: 1.6
% Not Listed: 16.1

1989 Revenue: $11,900,000
HH Inc.: $28,748
Retail $: 2.9 Bil
Pop per Station: 11,027
#1 Biller: WPOR-AF $2,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WPOR-AF	(C)	49/15.5	14.1	16.6	14.7	14.5	----	123/1300	517/26.0	24.3	23.2		12.8	58	737	WPOR-AF
2. WBLM-F	(AOR)	48/15.2	12.6	9.9	14.3	16.8	----	140/1640	603/30.4	24.7	23.1		20.5	93	996	WBLM-F
3. WMGX-F	(AC)	29/ 9.2	10.7	10.5	5.3	8.9	----	45/658	423/21.3	23.1	21.4		7.0	32	437	WMGX-F
4. WWGT-F	(CHR)	18/ 5.7	4.0	5.4	6.0	6.6	----	38/681	308/15.5	13.9	17.7		4.2	19	398	WWGT-F
WKZS-F	(AC)	18/ 5.7	5.2	3.9	5.7	5.9	----	63/877	326/16.4	13.2	12.9		5.7	26	559	WKZS-F
WGAN	(MOR)	18/ 5.7	5.5	3.6	5.3	4.9	----	26/476	256/12.9	11.9	12.9		3.1	14	224	WGAN
7. WTHT-F	(CHR)	15/ 4.7	4.0	6.3	5.3	5.9	----	48/738	254/12.8	14.4	20.0		9.3	42	610	WTHT-F
8. WKZN	(BB)	13/ 4.1	----	----	0.3	0.3	----	14/169	154/ 7.8	0.0	0.0		0.4	2	64	WKZN
WHOM-F	(EZ)	13/ 4.1	3.7	5.4	5.0	3.3	----	83/1175	276/13.9	10.7	10.8		4.0	18	287	WHOM-F
10. WCLZ-F	(J/NA)	11/ 3.5	4.6	1.8	3.0	1.6	----	38/451	197/ 9.9	9.7	7.9		3.5	16	202	WCLZ-F
11. WYNZ-F	(AC)	8/ 2.5	2.8	3.3	4.7	5.3	----	17/353	242/12.2	11.1	11.7		2.2	10	163	WYNZ-F
12. WXGL-F	(AC)	7/ 2.2	1.2	1.8	1.0	1.6	----	0/0	0/ 5.2	6.4	6.0		4.4	20	257	WXGL-F
13. WPKM-F	(CL)	6/ 1.9	2.8	1.5	1.0	0.7	----	11/269	149/ 7.5	5.9	6.9		1.1	5	84	WPKM-F

12+ FM SHARE (METRO): 84.53% (224 of 265) (SPG 89: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WBLM-F	1 WBLM-F>>	1 WBLM-F>	1 WBLM-F	1 WPOR-AF	1 WPOR-AF>>	1 WPOR-AF	1 WPOR-AF	1 WBLM-F	1 WBLM-F>	1 WPOR-F>
2 WTHT-F	2 WMGX-F	2 WMGX-F	2 WMGX-F	2 WBLM-F	2 WGAN	2 WBLM-F	2 WBLM-F	2 WPOR-AF>	2 WPOR-AF>	2 WGAN
3	3 WWGT-F	3 WPOR-AF	3 WPOR-AF>	3 WMGX-F>	3 WKZS-F	3 WMGX-F>	3 WMGX-F>	3 WMGX-F>	3 WGAN	3 WBLM-F
4	4 WPOR-AF	4 WWGT-F>	4 WWGT-F	4 WKZS-F>	4 WMGX-F	4 WGAN	4 WKZS-F	4 WKZS-F	4 WTHT-F	4
5	5	5 WKZS-F	WKZS-F	5 WWGT-F	WKZN	5 WKZS-F>>	5 WWGT-F	5 WWGT-F	5 WWGT-F	5
6	6	WCLZ-F	WCLZ-F	WCLZ-F	6 WHOM-F	6 WYNZ-F>>	6 WHOM-F	6	6 WMGX-F	6
7	7	7	7	7	7	7 WYNZ	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WBLM-F	1 WBLM-F	1 WMGX-F>	1 WBLM-F	1 WPOR-AF		1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>>	1 WBLM-F>>	1 WPOR-AF
2 WWGT-F>>	2 WWGT-F	2 WBLM-F	2 WMGX-F	WMGX-F>		2 WMGX-F>	2 WPOR-AF	2 WPOR-AF>	2 WPOR-AF	WBLM-F>>
3 WYNZ	3 WMGX-F	3 WWGT-F	3 WWGT-F>	3 WKZS-F		3 WPOR-AF>>	3 WMGX-F>	3 WWGT-F	3 WMGX-F>	3 WMGX-F
WTHT-F	4	4 WPOR-AF	4 WPOR-AF	WBLM-F		4 WYNZ	4 WWGT-F	WMGX-F>	4 WCLZ-F	4 WGAN
WMGX-F>>	5	WKZS-F>	WKZS-F	5		WWGT-F	5	5 WTOS-F	5 WWGT-F	5 WCLZ-F
6 WPOR-AF	6	6 WYNZ	6	6		WCLZ-F	6	WYNZ-F	6	6
WKZS-F	7	WTHT-F	7	7		7	7	WCLZ-F	7	7
8	8	WCLZ-F	8	8		8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		33 (2)	33 (2)	12.5	17.2
AOR/CLASSIC	2 (1)	50 (2)	52 (3)	19.6	12.4
AC/OLDIES/SOFT ROCK	2 (1)	62 (4)	64 (5)	24.2	25.9
MOR/VARIETY	20 (2)		20 (2)	7.5	5.8
COUNTRY	1 (1)	48 (1)	49 (2)	18.5	20.1
BLACK/URBAN					
BEAUTIFUL/EASY		13 (1)	13 (1)	4.9	6.6
NEWS/TALK	1 (1)		1 (1)	0.4	0.7
NOSTALGIA	13 (1)		13 (1)	4.9	7.7
RELIGION/GOSPEL	2 (1)		2 (1)	0.8	0.7
SPANISH					
CLASSICAL		6 (1)	6 (1)	2.3	1.8
JAZZ/NEW AGE		11 (1)	11 (1)	4.2	
UNKNOWN/OTHERS		1 (1)	1 (1)	0.4	1.1
	41 (8)	224 (13)	265 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLOB	1310	Portland	0.6/2.9/ 3/ 83
WLPZ	1440	Westbrook/Port.	0.6/2.8/ 3/ 85
WYNZ	970	Portland	0.6/0.0/ 38/ 572
WZPK-F	103.7	Berlin	0.3/3.3/ 13/ 291
WBZ	1030	Boston	0.6/4.2/ 10/ 302
WRKO	680	Boston	0.3/1.7/ 3/ 93
WTOS-F	105.1	Skowgegb/Watvl.	0.5/4.1/ 49/ 526

RADIO STATIONS

WGAN,	560,	5 KW (DA-1)	, MOR/FULL SER.	NBC, ABC T,	$ 19.00	(Katz)	Sunshine		Jon Van Hoogenstyn
WKZN,	870,	5 KW/2.5 KW (DA-2)	, NOSTALGIA	UNIULT,	$ 14.00	(HNWH)			Ron Frizzell
WBLM-F,	102.9,	99 KW @ 1460,	AOR	,	$ 55.00	(McGuild)	Fuller-Jeffrey		Eve Rubins
WCLZ-F,	98.9,	48 KW @ 400,	JAZZ/NAC	,	$ 20.00	(Christal)			George Baines
WHOM-F,	94.9,	48 KW @ 3760,	EZ	UNIULT,	$ 47.00	(Republic)	Barnstable	(MT.WASHINGTON)	Paul Battaini
WKZS-F,	99.9,	30 KW @ 650,	AC	UNISUP,	$ 34.00	(HNWH)		(AUBURN)	Ron Frizzell
WMGX-F,	93.1,	50 KW @ 440,	AC/OLDIES	,	$ 38.00	(Katz)	Sunshine		Jon Van Hoogenstyn
WPKM-F,	106.3,	3 KW @ 300,	CLASSICAL	,	$ 20.00	(CMBS)			Charles McCreery
WPOR-F,	101.9,	33 KW @ 607,	COUNTRY	ABC E,	$ 60.00	(McGuild)			Bob Gold
WTHT-F,	107.5,	35 KW @ 606,	CHR	ABC E,	$ 26.00	(Banner)	Beacon	(LEWISTON)	Carl DeProspo
WWGT-F,	97.9,	16 KW @ 900,	CHR	,	$ 25.00	(Christal)	Porter		Tom Talbot
WXGL-F,	93.9,	27 KW @ 640,	OLDIES	,	$ 21.00	(Torbet)		(LEWISTON)	Dave Dean
WYNZ-F,	100.9,	3 KW @ 225,	OLDIES	UNISUP, UNIULT ,	$ 22.00	(Eastman)	Buckley		Mike Schaefer

Miscellaneous Comments: WYNZ-A changes from NOSTALGIA to OLDIES and now simulcasts with WYNZ-F...WCLZ-F changes from AC to JAZZ/NAC...WWGT-A changes to WLPZ and programs AOR (March)...

PORTLAND, OR

Arbitron Rank/Pop (12+): 25/1,343,400
MSA Rank/Pop: 41/1,199,500
ADI # 27
Average Person Ratings: 15.9
Market TSL: 21.25 hours

Stations: 27/24
Diaries: 1631/824:1/58.0%
Sample Target: 1430
% Below Line: 1.4
% Not Listed: 11.0

1989 Revenue: $45,200,000
HH Inc.: $27,375
Retail $: 11.2 Bil
Pop per Station: 55,975
#1 Biller: KKCW-F $6,400,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KUPL-F	(C)	192/ 9.0	7.5	6.9	6.2	6.5	7.4	222/2327	1982/14.8	14.3	10.3		7.9	158	1596	KUPL-F
2.	KKRZ-F	(CHR)	190/ 8.9	9.6	10.7	9.2	8.9	9.6	200/3175	2982/22.2	22.2	22.2		12.1	242	3053	KKRZ-F
3.	KEX	(MOR)	189/ 8.8	7.8	8.2	5.5	7.5	7.6	207/3830	3347/24.9	17.5	15.7		8.0	161	2870	KEX
4.	KKCW-F	(AC)	149/ 7.0	8.1	8.0	8.7	8.6	7.9	177/2744	2399/17.9	19.4	18.9		6.3	126	2002	KKCW-F
5.	KINK-F	(AOR)	132/ 6.2	6.7	5.5	4.0	6.8	5.6	135/2019	1904/14.2	12.1	15.2		7.7	155	2214	KINK-F
6.	KKSN-F	(O)	121/ 5.6	3.9	4.2	3.9	4.0	4.4	139/2167	1842/13.7	12.3	9.8		4.5	90	1478	KKSN-F
7.	KXL	(N/T)	119/ 5.6	5.5	6.3	6.0	6.3	5.8	136/2123	1833/13.6	13.8	14.4		5.4	108	1514	KXL
8.	KGON-F	(AOR)	104/ 4.9	5.6	6.1	6.5	6.3	5.8	111/1814	1609/12.0	12.9	12.1		6.4	128	1599	KGON-F
9.	KUFO-F	(AOR)	101/ 4.7	4.5	2.3	2.2	1.7	3.4	115/1855	1621/12.1	6.3	5.0		5.4	108	1561	KUFO-F
10.	KXL -F	(EZ)	96/ 4.5	7.9	6.6	6.2	4.9	6.3	117/1635	1373/10.2	11.4	10.7		2.7	54	818	KXL -F
11.	KXYQ-F	(CHR)	92/ 4.3	4.3	6.6	7.0	6.2	5.6	143/2742	1975/14.7	16.4	15.3		8.3	166	2128	KXYQ-F
12.	KKSN	(BB)	87/ 4.1	2.9	2.7	2.6	2.4	3.1	91/1225	1154/ 8.6	5.2	5.7		1.0	20	659	KKSN
13.	KWJJ-F	(C)	54/ 2.5	3.0	2.7	3.6	2.9	3.0	64/1215	1023/ 7.6	7.7	7.1		2.6	52	1219	KWJJ-F
14.	KGW	(N/T)	51/ 2.4	2.1	1.6	1.7	2.0	2.0	61/1232	1070/ 8.0	6.0	7.7		2.3	46	725	KGW
15.	KMJK-F	(AOR)	34/ 1.6	2.4	4.2	3.7	3.8	3.0	38/1131	990/ 7.4	11.2	9.0		0.3	6	68	KMJK-F
16.	KWJJ	(C)	33/ 1.6	1.4	0.8	1.8	2.0	1.4	39/773	695/ 5.2	4.3	5.0		1.2	25	502	KWJJ
17.	KPDQ-F	(REL)	27/ 1.3	1.9	1.4	1.5	1.8	1.5	32/743	653/ 4.9	3.7	4.6		2.6	52	708	KPDQ-F
18.	KESI	(EZ)	24/ 1.1	1.6	1.0	1.4	1.0	1.3	24/452	435/ 3.2	2.7	3.0		0.4	9	166	KESI
19.	KUPL	(C)	23/ 1.1	1.2	1.6	1.1	0.8	1.3	24/532	513/ 3.8	4.3	2.7		0.3	6	209	KUPL
20.																	

12+ FM SHARE (METRO): 69.31% (1321 of 1906) (SPG 89: 70.98%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRZ-F>>	1 KGON-F	1 KUPL-F	1 KUPL-F	1 KUPL-F	1 KEX	1 KUPL-F<	1 KUPL-F	1 KKRZ-F	1 KEX	1 KGW >>
2 KXYQ-F	2 KKCW-F	2 KKCW-F<	2 KINK-F<	2 KEX	2 KUPL-F	2 KKRZ-F<	2 KEX	2 KUPL-F	2 KKRZ-F>	2 KEX
3	3 KUFO-F	3 KKRZ-F	3 KKCW-F<	3 KKCW-F	3 KXL	3 KEX	3 KKCW-F	3 KEX	3 KUPL-F	3 KXL <
4	4 KUPL-F<	KINK-F	4 KEX	4 KINK-F<	4 KXL -F	4 KXL	4 KKRZ-F	4 KKCW-F	4 KUFO-F<	4 KKSN-F
5	5 KINK-F	5 KEX	5 KKSN-F>	5 KKSN-F>	KKSN	5 KKCW-F	5 KINK-F	5 KGON-F<	5 KXL <	5 KKRZ-F
6	6 KXYQ-F	6 KKSN-F	6 KGON-F<	6 KKRZ-F<	6 KKSN-F	6 KINK-F	6 KGON-F<	6 KINK-F	6 KINK-F	6 KKSN
7	7	7 KGON-F	7 KKRZ-F<	7 KGON-F<	7	7 KKSN-F	7 KXL -F	7 KUFO-F<	7	7
8	8	8 KUFO-F	8 KUFO-F	8 KUFO-F	8	8	8	8 KKSN-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRZ-F>>	1 KKRZ-F>	1 KUPL-F	1 KUFO-F<	1 KUPL	1 KGON-F<	1 KGON-F	1 KGON-F	1 KGON-F	1 KUPL-F
2 KXYQ-F>	2 KUPL	2 KKCW-F<	2 KKCW-F	2 KKCW-F>	2 KKRZ-F	2 KUFO-F	2 KUFO-F	2 KUFO-F<	2 KEX
3 KINK-F	3 KKCW-F	3 KKRZ-F	3 KKRZ-F	3 KEX <	3 KUFO-F>	3 KKRZ-F>	3 KINK-F	3 KINK-F<	3 KINK-F
4 KKCW-F	4 KINK-F	4 KINK-F	4 KINK-F	4 KKSN-F	4 KXYQ-F>	4 KXYQ-F	4 KUPL-F	4 KUPL-F	4 KKSN-F<
5 KMJK-F	5 KXYQ-F	5 KKSN-F>	5 KKSN-F<	5 KINK-F	5 KKCW-F	KKCW-F<	KKCW-F	KEX	5 KGON-F
6 KUFO-F	6 KKSN-F	6 KUFO-F	6 KEX	6 KKRZ-F>	6 KZRC	6 KINK-F	6 KEX	6 KKSN-F	6 KUFO-F
7	7	7 KXYQ-F	7	7 KXL -F	7 KEX >	7 KEX	7 KKRZ-F<	7 KKRZ-F	7 KKCW-F
8	8	8	8	8	8	8	8	8 KKCW-F	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		282 (2)	282 (2)	14.8	17.0
AOR/CLASSIC	25 (2)	371 (4)	396 (6)	20.8	20.1
AC/OLDIES/SOFT ROCK		270 (2)	270 (2)	14.2	17.0
MOR/VARIETY	189 (1)		189 (1)	9.9	8.4
COUNTRY	56 (2)	246 (2)	302 (4)	15.8	15.1
BLACK/URBAN	9 (1)		9 (1)	0.5	0.7
BEAUTIFUL/EASY	24 (1)	96 (1)	120 (2)	6.3	5.5
NEWS/TALK	170 (2)		170 (2)	8.9	8.2
NOSTALGIA	87 (1)		87 (1)	4.6	2.7
RELIGION/GOSPEL	13 (1)	56 (4)	69 (5)	3.6	2.3
SPANISH					
CLASSICAL					1.1
JAZZ/NEW AGE					1.9
UNKNOWN/OTHERS	12 (1)		12 (1)	0.6	
	585 (12)	1321 (15)	1906 (27)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBMS	1480	Vancouver/Port	0.4/1.1/ 9/ 169
KCCS	1220	Salem	0.6/1.0/ 13/ 163
KFXX	1520	Oregon City	0.5/2.1/ 11/ 303
KPDQ	800	Portland	0.6/3.0/ 13/ 409
KZRC	1010	Milwaukee/Port.	0.7/1.8/ 14/ 249
KFAT-F	106.1	Corvallis	0.5/1.0/ 31/ 411
KHPE-F	107.9	Albany	0.6/0.9/ 16/ 212
KLCX-F	104.7	Eugene	0.3/0.9/ 22/ 389

RADIO STATIONS

AM STATIONS

KESI,	970,	5 KW (DA-1)	, EZ		, $ N/A	(Christal)	Henry	Lon Auchenback
KEX ,	1190,	50 KW (DA-1)	, MOR/FULL SER.	ABC I	, $ 86.00	(Katz)	Great American	Dave Milner
KGW ,	620,	5 KW (DA-N)	, NEWS/TALK	ABC D	, $ 57.00	(MMR)	King	Kenn Brown
KKSN,	910,	5 KW (DA-2)	, NOSTALGIA	UNISP, UNILT	, $ 33.00	(Eastman)	Heritage	Harry Williams
KUPL,	1330,	5 KW (DA-1)	, SEE KUPL-F					
KWJJ,	1080,	50 KW/10 KW (DA-N)	, SEE KWJJ-F					
KXL ,	750,	50 KW/20 KW (DA-1)	, NEWS/TALK	NBC	, $ 63.00	(McGuild)	Alexander	Ray Watson
KZRC,	1010,	5 KW (DAYS)	, AOR	SMN	, $ 23.00	(Torbet)	First Cities	Denise Swanson

FM STATIONS

KGON,	92.3,	100 KW @ 1268,	AOR		, $ 85.00	(Republic)	Ackerly	Dan Hern
KINK,	101.9,	100 KW @ 1674,	AOR		, $ 110.00	(MMR)	King	Paul Clithero
KKCW,	103.3,	100 KW @ 1654,	AC		, $ 120.00	(Durpetti)	Trumper	
KKRZ,	100.3,	100 KW @ 1433,	CHR	ABC F	, $ 100.00	(Katz)	Great American	Carl Gardner
KKSN,	97.1,	100 KW @ 1268,	OLDIES	UNIULT	, $ 64.00	(Eastman)	Heritage	Harry Williams
KMJK,	106.7,	100 KW @ 997,	AC	NBC, SOURCE	, $ 48.00	(Christal)	Fairmont	Dave McDonald
KPDQ,	93.7,	100 KW @ 937,	RELIGION		, $ 20.00	(---)		Jack Kandel
KUFO,	101.1,	100 KW @ 1640,	AOR		, $ 50.00	(Christal)	Henry	Jeff Selgo
KUPL,	98.5,	100 KW @ 1104,	COUNTRY		, $ 70.00	(Banner)	Scripps-Howard	Ed Hardy
KWJJ,	99.5,	100 KW @ 870,	COUNTRY	ABC E	, $ 44.00	(HNWH)	Park	Michael Kern
KXL ,	95.5,	100 KW @ 990,	EZ/SAC		, $ 57.00	(McGuild)	Alexander	Ray Watson
KXYQ,	105.1,	100 KW @ 1839,	CHR	ABC C	, $ 52.00	(Torbet)	First Cities (SALEM)	Anice Swanson

Miscellaneous Comments: KFXX changes from AOR to TALK (Aug)...KMJK changes from Classic AOR to AC . . . KYTE changes call letters to KESI (May) . . .

PORTSMOUTH-DOVER-ROCHESTER,NH

Arbitron Rank/Pop (12+): 112/325,600

MSA Rank/Pop: 141/341,900
Boston ADI
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 34/9
Diaries: 758/429:1/54.2%
Sample Target: 710
% Below Line: 47.1
% Not Listed: 14.3

1989 Revenue: $9,400,000
HH Inc.: $33,922
Retail $: 3.4 Bil
Pop per Station: 36,177
#1 Biller: WOKQ-F $3,200,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WOKQ-F	(C)	69/12.0	9.2	9.1	11.3	12.7	----	86/1034	856/26.3	20.5	21.1					WOKQ-F
2.	WHEB-F	(AOR)	49/ 8.6	11.1	6.3	9.2	8.6	----	56/717	634/18.7	21.3	18.1					WHEB-F
3.	WERZ-F	(CHR)	43/ 7.5	6.9	5.3	3.6	6.2	----	43/589	546/16.8	14.4	15.6					WERZ-F
4.	WSSH-F	(AC)	39/ 6.8	5.5	7.9	5.8	5.3	----	41/546	517/15.9	12.6	17.6					WSSH-F
5.	WHOM-F	(EZ)	23/ 4.0	3.0	3.8	4.0	2.9	----	59/712	305/ 9.4	7.4	8.2					WHOM-F
6.	WODS-F	(O)	19/ 3.3	2.2	2.7	2.1	3.7	----	19/323	296/ 9.1	8.0	9.2					WODS-F
	WBCN-F	(AOR)	19/ 3.3	3.4	2.4	3.2	4.5	----	19/298	281/ 8.6	9.6	10.7					WBCN-F
8.	WCQL-F	(O)	18/ 3.1	3.2	1.2	3.6	0.4	----	24/350	259/ 8.0	5.9	3.4					WCQL-F
9.	WRKO	(T)	17/ 3.0	3.4	4.6	4.0	4.5	----	18/313	282/ 8.7	9.8	10.2					WRKO
10.	WBZ	(MOR)	16/ 2.8	5.9	4.1	4.0	4.3	----	19/431	372/11.4	13.8	11.4					WBZ
11.	WTSN	(MOR)	15/ 2.6	3.2	3.3	2.6	2.7	----	15/281	273/ 8.4	8.7	9.6					WTSN
	WKOS-F	(AC)	15/ 2.6	1.5	2.6	2.8	3.7	----	15/246	207/ 6.4	6.8	7.6					WKOS-F

12+ FM SHARE (METRO): 86.76% (426 of 491) (SPG 89: 79.64%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WERZ-F>	1 WHEB-F>	1 WHEB-F	1 WOKQ-F	1 WOKQ-F>	1 WOKQ-F>	1 WOKQ-F>	1 WHEB-F	1 WOKQ-F>	1 WOKQ-F	1 WBZ >
2 WZOU-F	2 WERZ-F>	2 WOKQ-F	2 WHEB-F>	2 WHEB-F	2 WSSH-F>	2 WHEB-F	2 WOKQ-F	2 WHEB-F	2 WERZ-F>	2 WOKQ-F
3	3 WOKQ-F	3 WERZ-F>	3 WSSH-F	3 WSSH-F	3 WHOM-F	3 WERZ-F	3 WSSH-F	3 WERZ-F	3 WHEB-F	3 WTSN
4	4 WBCN-F	4 WSSH-F	4 WODS-F	4 WODS-F	4 WRKO	4 WSSH-F	4 WERZ-F	4 WSSH-F	4 WZOU-F	4
5	5 WGIR-F	5	5 WCQL-F	5 WCQL-F	5 WBZ	5 WBZ	5	5 WHOM-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WERZ-F>>	1 WERZ-F>	1 WLYT-F	1 WERZ-F<	1 WSSH-F	1 WHEB-F>>	1 WHEB-F>>	1 WHEB-F>	1 WHEB-F>	1 WOKQ-F
2 WHEB-F	2 WHEB-F	WHEB-F	2 WSSH-F	WOKQ-F>>	2 WERZ-F>	2 WBCN-F	2 WOKQ-F>	2 WOKQ-F>	2 WHEB-F>>
3 WSSH-F	3 WSSH-F	WERZ-F	3 WOKQ-F	3 WODS-F	3 WBCN-F>	3 WERZ-F	3 WGIR-F	3 WERZ-F	3 WODS-F
4 WLYT-F>	WLYT-F	4 WSSH-F	4 WHEB-F	WERZ-F	4 WCGY-F	4 WOKQ-F	WBCN-F	4 WBCN-F	WCQL-F
5	5	5	5	5 WHEB-F	5	5 WGIR-F	5 WZLX-F>	5	5 WBCN-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		74 (5)	74 (5)	15.1	17.1
AOR/CLASSIC		128 (10)	128 (10)	26.1	19.8
AC/OLDIES/SOFT ROCK		114 (8)	114 (8)	23.2	22.6
MOR/VARIETY	38 (3)		38 (3)	7.7	8.7
COUNTRY		69 (1)	69 (1)	14.1	14.1
BLACK/URBAN					
BEAUTIFUL/EASY		36 (2)	36 (2)	7.3	7.7
NEWS/TALK	25 (3)		25 (3)	5.1	8.1
NOSTALGIA					
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		5 (1)	5 (1)	1.0	0.6
JAZZ/NEW AGE					
UNKNOWN/OTHERS	2 (1)		2 (1)	0.4	1.4
	65 (7)	426 (27)	491 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WCDQ-F	92.1	Sanford	0.5/3.0/ 10/ 209
WKOS	930	Rochester/Prtsm	1.2/2.9/ 7/ 121
WWNH	1340	Madbury	0.3/1.3/ 2/ 43
WAAF-F	107.3	Worcester/bostn	0.9/3.0/ 5/ 98
WBLM-F	102.9	Portland	1.6/6.3/ 44/ 566
WBOS-F	92.9	Brookline/Bostn	0.7/2.3/ 4/ 76
WCGY-F	93.7	Lawrence/Boston	2.3/6.3/ 13/ 205
WCKB-F	102.5	Waltham/Boston	0.9/2.3/ 5/ 74
WEEI	590	Boston	0.5/4.5/ 3/ 151
WFNX-F	101.7	Lynn	0.5/2.1/ 3/ 68
WGIR-F	101.1	Manchester	2.4/9.8/ 17/ 387
WHDH	850	Boston	0.9/4.3/ 5/ 154
WHOB-F	106.3	Nashua	1.2/4.4/ 7/ 144
WLYT-F	92.5	Haverhill/Bstn	2.1/6.8/ 12/ 229
WMJX-F	106.7	Boston	0.3/1.7/ 2/ 56
WROR-F	98.5	Boston	1.0/5.3/ 7/ 199
WTHT-F	107.5	Lewiston	0.5/2.1/ 8/ 198
WVBF-F	105.7	Framingham	0.5/2.1/ 3/ 69
WXKS-F	107.9	Medford/Boston	1.2/5.9/ 7/ 221
WZID-F	95.7	Manchester	2.3/6.9/ 21/ 293
WZLX-F	100.7	Boston	1.6/3.2/ 9/ 103
WZOU-F	94.5	Boston	2.4/8.7/ 15/ 313

RADIO STATIONS

WKOS, 930, 5 KW (DA-2) , NOSTALGIA CBS, UNISUP , $ 14.00 (Christal) Dave Butterfield
WTSN, 1270, 5 KW (DA-2) , MOR/FULL SER. ABC I , $ 21.00 (Torbet) Jerome Lipman

WCDQ-F, 92.1, 1 KW @ 526, OLDIES , $ 13.00 (Roslin) (SANFORD, ME) Don Crown
WCQL-F, 95.3, 1.5 KW @ 467, OLDIES , $ 16.00 (Katz) Sunshine Roger Bauer
WERZ-F, 107.1, 2.5 KW @ 356, CHR , $ 41.00 (McGuild) Precision Al Perry
WHEB-F, 100.3, 50 KW @ 400, AOR UPI , $ 50.00 (Banner) Knight Bob Knight
WKOS-F, 96.7, 3 KW @ 300, AC , $ 19.00 (Torbet) Dave Butterfield
WOKQ-F, 97.5, 50 KW @ 492, COUNTRY , $ 78.00 (McGuild) Fuller-Jeffrey Martin Lessard
WLYT-F, 92.5, 25 KW @ 710, AC UNIPWR , $ 38.00 (Eastman) (HAVERHILL, MA) Bill Gould

OTHER RANKED STATIONS -- See Manchester, Boston or Portland Miscellaneous Comments: WKOS A/F sold for $290,000...

PROVIDENCE

Arbitron Rank/Pop (12+): 28/1,268,500

MSA Rank/Pop: 59/913,200
ADI # 44
Average Person Ratings: 18.6
Market TSL: 24.75 hours

Stations: 40/22
Diaries: 1396/909:1/48.6%
Sample Target: 1390
% Below Line: 17.5
% Not Listed: 9.0

1989 Revenue: $26,200,000
HH Inc.: $28,456
Retail $: 6.9 Bil
Pop per Station: 57,659
#1 Biller: WPRO-F $5,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WPRO-F	(CHR)	252/10.7	10.7	9.9	13.0	12.8	11.1	268/4085	3705/29.2	28.5	31.2	13.3	307	3747	WPRO-F
2. WHJY-F	(AOR)	170/ 7.2	8.0	7.2	9.2	9.8	7.9	195/2885	2415/19.0	20.1	19.3	9.5	220	3019	WHJY-F
3. WWLI-F	(SAC)	163/ 6.9	7.7	7.3	6.8	6.4	7.2	174/2146	1902/15.0	15.0	13.9	4.7	108	1354	WWLI-F
4. WWBB-F	(O)	158/ 6.7	4.8	7.9	10.6	9.6	7.5	171/2398	2175/17.1	16.0	16.8	5.9	137	1834	WWBB-F
5. WPRO	(N/T)	132/ 5.6	5.4	6.8	5.0	5.0	5.7	133/1912	1887/14.9	15.7	15.6	5.1	117	1794	WPRO
6. WSNE-F	(AC)	125/ 5.3	4.4	6.2	5.1	4.3	5.3	129/2059	1868/14.7	14.4	13.0	4.3	100	1436	WSNE-F
7. WHJJ	(N/T)	113/ 4.8	5.0	6.0	4.0	5.3	4.9	113/1475	1471/11.6	12.8	12.0	3.7	86	1156	WHJJ
8. WWKX-F	(B)	103/ 4.4	3.1	3.3	3.0	4.4	3.5	103/1317	1317/10.4	8.0	8.8	6.1	141	2127	WWKX-F
9. WCTK-F	(C)	94/ 4.0	3.8	3.1	2.3	2.1	3.3	117/1431	1118/ 8.8	7.5	6.8	3.0	68	763	WCTK-F
10. WPLM-F	(BB)	93/ 3.9	3.5	2.0	2.3	1.4	2.9	135/1724	1046/ 8.2	3.4	3.7	2.5	58	686	WPLM-F
11. WWRX-F	(CL AOR)	72/ 3.1	3.8	3.1	3.4	1.9	3.3	118/1970	1230/ 9.7	9.4	6.5	3.8	88	1311	WWRX-F
12. WHIM	(C)	67/ 2.8	2.6	3.1	2.2	2.2	2.7	67/661	647/ 5.1	5.7	4.5	1.3	30	370	WHIM
13. WBRU-F	(AOR)	65/ 2.8	1.5	3.0	2.7	2.9	2.5	70/1170	1017/ 8.0	10.5	9.1	3.5	81	1590	WBRU-F
14. WFHN-F	(CHR)	59/ 2.5	2.5	2.0	2.3	1.2	2.3	62/661	586/ 4.6	4.3	3.0	2.7	62	727	WFHN-F
15. WBSM	(MOR)	48/ 2.0	1.1	1.5	0.8	2.0	1.4	52/396	359/ 2.8	2.2	3.3	1.3	31	561	WBSM

12+ FM SHARE (METRO): 76.08% (1632 of 2145) (SPG 89: 75.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPRO-F>>	1 WHJY-F<	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WPRO <	1 WPRO <	1 WPRO-F	1 WPRO-F	1 WPRO-F	1 WHJJ >>
2 WWKX-F	2 WPRO-F>	2 WHJY-F>	2 WSNE-F<	2 WWLI-F	2 WWBB-F	2 WPRO-F>	2 WWLI-F	2 WHJY-F	2 WHJY-F	2 WPRO >>
3	3 WWKX-F	3 WWLI-F<	3 WWBB-F	3 WSNE-F<	3 WWLI-F<	3 WWLI-F	3 WWBB-F	3 WWBB-F	3 WWKX-F>	3 WBZ
4	4 WSNE-F	4 WSNE-F<	4 WWLI-F	4 WWBB-F	4 WHJJ	WWBB-F	4 WHJY-F	4 WWLI-F	4 WPLM-F	WHJY-F
5	5 WWLI-F<	5 WWBB-F	5 WHJY-F	5 WHJY-F>	5 WPLM-F	5 WSNE-F	5 WSNE-F	5 WWKX-F	5 WWLI-F	5 WPLM-F
6	6 WBRU-F	6	6	6 WCTK-F	6	6 WHJY-F	6 WPRO	6 WHJJ-F	WPRO	WPRO-F
7	7 WWRX-F	7	7	7 WPRO	7	WHJJ	7 WHJJ-F	7 WSNE-F	7	7
8	8	8	8	8 WWRX-F	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPRO-F>>	1 WPRO-F>>	1 WPRO-F<	1 WPRO-F>	1 WPRO-F
2 WWKX-F	2 WSNE-F	2 WSNE-F>	2 WWLI-F<	2 WWKX-F>
3 WHJY-F	3 WWLI-F	3 WWLI-F	3 WSNE-F>	3 WWAZ
4 WWLI-F>	WHJY-F>	4 WHJY-F>	4 WHJY-F	4
5 WAAF-F	5 WWKX-F	5 WWBB-F	5 WWBB-F	5
6 WZOU-F	6 WWBB-F	6 WBRU-F	6	6
WFHN-F>	7	7 WFHN-F	7	7
8	8	WCTK-F	8	8
9	9	9	9	9
	10	10	10	10

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHJY-F>>	1 WHJY-F>>	1 WHJY-F>	1 WHJY-F>	1 WWBB-F
2 WWKX-F	2 WPRO-F	2 WBRU-F	2 WWBB-F	2 WHJY-F>
WPRO-F>	3 WWKX-F	3 WWRX-F	3 WPRO-F	3 WWLI-F
4 WAAF-F	4 WBRU-F<	WPRO-F	4 WWRX-F	4 WPRO-F
5 WWRX-F>	5 WWRX-F	5 WWBB-F	5 WWKX-F	5 WWRX-F
6 WBRU-F>>	6	6 WCTK-F	6 WBRU-F	6 WCTK-F
7 WZLX-F	7	7 WWKX-F	7	7
8	8	8	8	8
9	9	9	9	9
10	10	10	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		343 (4)	343 (4)	16.0	17.9
AOR/CLASSIC		382 (6)	382 (6)	17.8	18.9
AC/OLDIES/SOFT ROCK	24 (2)	521 (7)	545 (9)	25.4	19.1
MOR/VARIETY	56 (2)		56 (2)	2.6	2.5
COUNTRY	67 (1)	94 (1)	161 (2)	7.5	2.9
BLACK/URBAN		103 (1)	103 (1)	4.8	4.9
BEAUTIFUL/EASY		55 (2)	55 (2)	2.6	11.3
NEWS/TALK	306 (7)		306 (7)	14.3	16.5
NOSTALGIA		93 (1)	93 (1)	4.3	2.6
RELIGION/GOSPEL					0.5
SPANISH					
CLASSICAL		15 (1)	15 (1)	0.7	1.5
JAZZ/NEW AGE		26 (2)	26 (2)	1.2	0.5
UNKNOWN/OTHERS	60 (3)		60 (3)	2.8	0.9
	513 (15)	1632 (25)	2145 (40)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WADK	1540	Newport	0.6/0.9/ 14/ 118
WALE	1400	Fall River	0.7/2.6/ 17/ 328
WARA	1320	Attleboro	0.3/1.5/ 8/ 194
WICE	550	Pawtucket/Prov	0.4/1.9/ 9/ 243
WNBH	1340	New Bedford	0.6/1.5/ 15/ 192
WNRI	1380	Woonsocket	0.3/1.2/ 7/ 150
[illegible]B-F	100.3	Middletown/Prov	0.8/2.9/ 20/ 391
[illegible]	790	Providence	1.0/3.6/ 25/ 466
WAAF-F	107.3	Worcester/Bstn	1.3/4.3/ 67/ 990
WBCN-F	104.1	Boston	0.8/3.5/ 86/1193
WBZ	1030	Boston	1.1/3.5/ 63/ 969
WCRB-F	102.5	Waltham/Boston	0.6/2.5/ 26/ 483
WEEI	590	Boston	0.4/1.2/ 33/ 738
WHDH	850	Boston	0.6/1.6/ 30/ 647
WJIB-F	96.9	Boston	1.9/3.7/ 74/ 841
WMJX-F	106.7	Boston	0.5/2.0/ 58/ 764
WODS-F	103.3	Boston	1.9/3.7/ 76/1310
WQRC-F	99.9	Barnstable/Hyns	0.5/1.2/ 94/ 827
WRKO	680	Boston	0.6/1.5/ 69/ 867
WROR-F	98.5	Boston	0.5/1.8/ 31/ 584
WVBF-F	105.7	Framington	0.4/1.8/ 19/ 512
WVVE-F	102.3	Stoningtn/Bstn.	0.3/0.8/ 23/ 346
WXKS-F	107.9	Medford/Boston	0.6/4.4/ 37/1120
WZLX-F	100.7	Boston	1.1/3.4/ 56/ 829
WZOU-F	94.5	Boston	0.8/5.2/ 64/1489

RADIO STATIONS

AM STATIONS

WHIM, 1110,	5 KW (DAYS)	, COUNTRY	CBS ,	$ 24.00	(Durpetti)		Joe Gallagher
WHJJ, 920,	5 KW (DA-N)	, NEWS/TALK	NBC ,	$ 51.00	(Katz)	Merv Griffin	James Gorwin
WPRO, 630,	5 KW (DA-N)	, NEWS/TALK	ABC I ,	$ 70.00	(Banner)	Capital Cities/ABC	Ron St. Pierre

FM STATIONS

WBRU-F,	95.5,	20 KW @ 440,	AOR	APR ,	$ 44.00	(MMR)		David Whitney
WCTK-F,	98.1,	47 KW @ 510,	COUNTRY	,	$ 30.00	(Torbet)	Hall (NEW BEDFORD,MA)	Christine Lodge
WHJY-F,	94.1,	50 KW @ 440,	AOR	,	$ 90.00	(Katz)	Merv Griffin	James Corwin
WPRO-F,	92.3,	39 KW @ 553,	CHR	ABC C ,	$ 107.00	(Banner)	Capital Cities/ABC	Ron St. Pierre
WSNE-F,	93.3,	30 KW @ 619,	AC	,	$ 71.00	(Eastman)	Beck-Ross	Bill Campbell
WWBB-F,	101.5,	14 KW @ 950,	OLDIES	,	$ 62.00	(Christal)	Wilks-Schwartz	Scott Bacherman
WWKX-F,	106.3,	1 KW @ 518,	BLACK	,	$ 39.00	(Republic)		Miles Chandler
WWLI-F,	105.1,	50 KW @ 500,	SOFT AC	,	$ 69.00	(McGuild)	Zimmerman	Ira Rosenblat
WWRX-F,	103.7,	37 KW @ 568,	CLASSIC AOR	ABC R ,	$ 40.00	(Durpetti)		Phil Urso

WFHN-F, WBSM-F — See New Bedford...WPLM-F — See Boston

Miscellaneous Comments: WWKX-F sold for $2,400,000...

F O R M A T C O D E S

AC - Adult Contemporary
AOR - Album Oriented Rock
B - Black (audience predominately black - over 60%)
BB - Big Band, Nostalgia
C - Country
CHR - Contemporary Hit Radio, Top 40, Contemporary
CL - Classical
CL AOR - Classic AOR, Classic Rock
E - Ethnic
EZ - EZ Listening, Beautiful Music, Some Very soft AC
G - Gospel
J/NA - Jazz and New Age
M - Middle of Road, (MOR) Full Service
N - News
O - Oldies (1955 to near 1988)
R - Religion, Christian
SAC - Soft Adult Contemporary
SP - Hispanic/Spanish
T - Talk
U - Urban (majority of audience is non-white)
? - Others or Unknown

PUEBLO

Arbitron Rank/Pop (12+): 227/105,200

MSA Rank/Pop: 284/125,900
ADI # 99 (w/Colo. Springs)
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 18/7
Diaries: 639/165:1/59.2%
Sample Target: 550
% Below Line: 40.3
% Not Listed: 14.8

1989 Revenue: $3,600,000
HH Inc.: $21,414
Retail $: .77 Bil
Pop per Station: 15,028
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KCCY-F	(C)	32/18.2	----	14.3	----	16.4	----	41/427	302/28.7		32.6					KCCY-F
2. KRYT-F	(O)	19/10.8	----	9.3	----	----	----	27/394	239/22.7		22.2					KRYT-F
3. KRDO-F	(EZ)	17/ 9.7	----	9.9	----	13.8	----	63/800	157/14.9		16.7					KRDO-F
4. KCSJ	(N/T)	11/ 6.3	----	9.9	----	9.2	----	16/282	169/16.1		17.7					KCSJ
5. KILO-F	(AOR)	10/ 5.7	----	4.9	----	8.6	----	62/806	155/14.7		15.7					KILO-F
6. KKMG-F	(CHR)	8/ 4.5	----	4.4	----	9.9	----	66/803	142/13.5		15.1					KKMG-F
KIKX-F	(CHR)	8/ 4.5	----	6.6	----	3.3	----	64/1034	187/17.8		13.5					KIKX-F
KGHF	(O)	8/ 4.5	----	1.1	----	3.9	----	10/122	92/ 8.7		7.3					KGHF
9. KATM-AF	(CHR)	7/ 4.0	----	8.2	----	10.6	----	60/958	184/17.5		14.2					KATM-AF
KKFM-F	(CL AOR)	7/ 4.0	----	5.5	----	2.6	----	54/739	138/13.1		13.2					KKFM-F
KRMX	(SP)	7/ 4.0	----	0.5	----	2.6	----	10/87	68/ 6.5		5.2					KRMX
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 78.67% (118 of 150) (SPG 89: 79.33%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKMG-F	1 KCCY-F	1 KCCY-F	1 KCCY-F	1 KCCY-F>	1 KCCY-F>	1 KCCY-F>	1 KCCY-F>	1 KCCY-F>	1 KKMG-F	1 KRDO-F
KIKX-F>>	2 KILO-F	2 KRYT-F>	2 KRYT-F>	2 KRYT-F>>	2 KRDO-F	2 KCSJ	2 KRYT-F	2 KRYT-F	2 KCCY-F	2 KCSJ
3 KATM-AF	3 KRYT-F	3 KILO-F	3 KKFM-F	3 KKFM-F	3 KRYT-F	3 KRDO-F<	3 KRDO-F	3 KRDO-F	3 KIKX-F	3 KRYT-F
4	4 KKFM-F	4 KKFM-F	4 KILO-F	4 KRDO-F	4 KCSJ	4 KRYT-F	4	4 KKMG-F	KRYT-F	KCCY-F
5	5	5	5	KILO-F	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KIKX-F>>	1 KCCY-F>	1 KCCY-F>>	1 KCCY-F>	1 KCCY-F>>	1 KILO-F	1 KKFM-F	1 KKFM-F	1 KRYT-F	1 KRYT-F
2 KATM-AF	2 KVUU-F	2 KVUU-F	2 KRYT-F>	2 KRYT-F>	KRYT-F>>	KILO-F	KCCY-F>>	2 KCCY-F	KCCY-F>
KKCS-F	KILO-F	KILO-F	3 KVUU-F	3 KRDO-F	3 KATM-AF	KCCY-F>	3 KILO-F>	3 KILO-F	3 KKFM-F
KVUU-F	KIKX-F	KRYT-F>>	KRDO-F	4 KVUU-F	KVUU-F	4 KRYT-F	4	4 KKFM-F	4 KILO-F
KRDO-F	KRYT-F	5	5	5	KKMG-F	5	5	5	5
KKMG-F									
KILO-F									
KRYT-F									
KCCY-F									

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	1 (1)	22 (3)	23 (4)	15.3	19.3
AOR/CLASSIC		18 (3)	18 (3)	12.0	12.7
AC/OLDIES/SOFT ROCK	8 (1)	26 (3)	34 (4)	22.7	19.3
MOR/VARIETY					
COUNTRY		35 (2)	35 (2)	23.3	20.0
BLACK/URBAN					
BEAUTIFUL/EASY		17 (1)	17 (1)	11.3	12.0
NEWS/TALK	15 (2)		15 (2)	10.0	14.7
NOSTALGIA					
RELIGION/GOSPEL	1 (1)		1 (1)	0.7	
SPANISH	7 (1)		7 (1)	4.7	0.7
CLASSICAL					
JAZZ/NEW AGE					
UNK OWN/OTHERS					1.3
	32 (6)	118 (12)	150 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGRQ-F	107.1	Pueblo	0.6/3.1/ 1/ 36
KRRU	1480	Pueblo	0.6/1.8/ 1/ 19
KATM-F	100.7	Pueblo/Co.Spgs	3.4/17.5/ 60/ 958
KDZA	1230	Pueblo	0.6/0.0/ 0/ 0
KKCS-F	101.9	Colorado Sprngs	1.7/8.3/ 78/ 815
KOA	850	Denver	2.3/6.3/ 25/ 455
KSPZ-F	92.9	Colorado Sprngs	1.1/7.9/ 47/ 744
KVUU-F	99.9	Pueblo	2.8/10.9/ 57/ 757

RADIO STATIONS

KCSJ ,	590,	1 KW (DA-2) ,	News/Talk	CBS, $17.00	(Eastman)	McCoy	Jack Carter
KGHF ,	1350,	5 KW/1KW (DA-N) ,	Oldies	NBC UNIULT, $12.00	(Republic)		Steve Arveschough
KRMX ,	690,	250 KW (DAYS) ,	Hispanic	, $11.00	(Caballero)		Ed Romero
KCCY-F,	97.9,	100 KW @ ? ,	Country	ABC E, $25.00	(Mc-Guild)	McCoy	Jack Carter
KGRQ-F,	107.1,	3 KW @ 338 ,	Classic AOR	MBS, $11.00	(Eastman)		Jim Cooper
KRYT-F,	107.9,	100 KW @ 240 ,	Oldies	UNISUP UNIULT, $20.00	(Republic)		Steve Arveschough

Other ranked stations — See Colorado Springs

Misc Comments: Several Pueblo stations have chosen to go above the line in Colorado Springs. They have gone below the line in Pueblo . . . KCSJ-F changed calls to KGRQ and format to Classic AOR (Dec '89) . . . KRYT changed calls to KGHF in January and format from Country to Oldies . . .KCSJ, KGRQ-F sold to Sunbrook for $1,100,000...

RALEIGH

Arbitron Rank/Pop (12+): 61/592,600

MSA Rank/Pop: 70/693,600
ADI # 33
6verage Person Ratings: 15.3
Market TSL: 20.25 hours

Stations: 23/19
Diaries: 1038/571:1/53.0%
Sample Target: 950
% Below Line: 3.2
% Not Listed: 19.2

1989 Revenue: $25,400,000
HH Inc.: $29,797
Retail $: 5.0 Bil
Pop per Station: 31,189
#1 Biller: WRDU-F $4,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WRDU-F	(AOR)	94/10.4	9.2	8.2	8.7	10.1	9.1	222/2497	1186/20.0	19.8	20.1		11.3	122	1327	WRDU-F
2. WDCG-F	(CHR)	77/ 8.5	6.6	7.2	7.1	8.1	7.3	150/2547	1271/21.4	21.3	21.2		8.0	86	1381	WDCG-F
3. WQOK-F	(B)	72/ 8.0	7.7	7.6	7.5	7.2	7.7	127/1513	849/14.3	14.8	14.3		12.2	131	1402	WQOK-F
4. WRAL-F	(AC)	67/ 7.4	7.2	7.2	6.0	8.1	6.9	124/2459	1107/18.7	17.9	18.9		4.6	50	1110	WRAL-F
5. WQDR-F	(C)	62/ 6.9	8.4	6.9	6.2	6.4	7.1	134/2168	805/13.6	12.7	12.6		5.7	61	757	WQDR-F
6. WPTF	(MOR)	60/ 6.6	7.6	7.1	8.9	7.8	7.5	95/1389	868/14.6	17.0	16.4		7.6	82	977	WPTF
7. WTRG-F	(O)	53/ 5.9	5.2	5.6	5.6	5.5	5.6	161/2427	795/13.4	13.6	15.5		5.0	54	615	WTRG-F
8. WFXC-F	(B)	43/ 4.8	5.9	6.6	5.6	5.8	5.7	44/678	643/10.9	13.8	15.0		7.1	76	1299	WFXC-F
9. WYLT-F	(SAC)	36/ 4.0	3.3	5.1	2.4	3.6	3.7	68/1302	704/11.9	13.6	10.9		2.7	29	620	WYLT-F
10. WNND-F	(J/NA)	31/ 3.4	2.0	3.4	2.2	1.8	2.8	36/420	367/ 6.2	6.8	4.6		3.2	34	361	WNND-F
11. WZZU-F	(CHR)	27/ 3.0	3.3	4.3	6.5	3.0	4.3	59/1480	690/11.6	12.1	11.5		4.8	52	952	WZZU-F
12. WDUR	(G)	21/ 2.3	2.1	1.6	3.0	3.4	2.3	21/245	245/ 4.1	4.4	5.4		3.4	37	257	WDUR
13. WDNC	(BB)	20/ 2.2	2.7	3.0	1.4	1.8	2.3	25/398	320/ 5.4	8.2	6.1		1.8	19	416	WDNC
14. WPCM-F	(C)	17/ 1.9	1.1	0.9	1.9	1.1	1.5	74/1070	329/ 5.6	3.9	4.8					WPCM-F
15. WLLE	(B)	16/ 1.8	2.9	2.6	4.3	1.7	2.9	21/313	248/ 4.2	5.5	4.6		1.8	19	398	WLLE

12+ FM SHARE (METRO): 83.01% (606 of 730) (SPG 89: 75.19%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WDCG-F>>	1 WRDU-F>	1 WRDU-F>	1 WRDU-F	1 WRDU-F	1 WPTF	1 WRAL-F<	1 WRDU-F>	1 WRDU-F>	1 WQOK-F	1 WQOK-F
2 WQOK-F>	2 WQOK-F	2 WQOK-F<	2 WRAL-F	2 WRAL-F	2 WQOK-F	2 WPTF <	2 WRAL-F	2 WDCG-F<	2 WDCG-F	2 WFXC-F
3 WFXC-F	3 WDCG-F>	3 WRAL-F	3 WTRG-F	3 WTRG-F	3 WRDU-F>	3 WRDU-F	WQOK-F	3 WRAL-F	3 WRDU-F>	3 WDCG-F>
4 WZZU-F	4 WRAL-F	WDCG-F	4 WDCG-F	4 WDCG-F<	4 WTRG-F	4 WQDR-F	4 WQDR-F<	4 WQOK-F	4 WFXC-F	4 WPTF
5	5 WFXC-F<	5 WTRG-F>	5 WQOK-F	5 WQOK-F	5 WRAL-F	5 WDCG-F	5 WTRG-F	5 WQDR-F	5 WDNC <	5 WRAL-F
6	6 WNND-F	6 WFXC-F	6	6 WQDR-F	6	6 WQOK-F	6 WDCG-F<	WPTF	6 WQDR-F	6
7	7 WTRG-F	7	7	7	7	7	7 WPTF	7 WTRG-F	7 WRAL-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRDU-F	1 WDCG-F<	1 WDCG-F	1 WRDU-F	1 WRAL-F>		1 WRDU-F>	1 WRDU-F>>	1 WRDU-F>>	1 WRDU-F>	1 WRDU-F>>
2 WDCG-F	2 WRDU-F	2 WQOK-F	WDCG-F	2 WDCG-F		2 WQOK-F	2 WQOK-F>	2 WQOK-F>	2 WQOK-F	2 WTRG-F
3 WQOK-F>	3 WQOK-F>	3 WRAL-F	3 WRAL-F	3 WTRG-F		3 WZZU-F>	3 WFXC-F	3 WQDR-F	3 WTRG-F	3 WQOK-F
4 WNND-F>	4 WRAL-F	4 WRDU-F	4 WQOK-F	4 WRDU-F		4 WFXC-F	4 WZZU-F	WFXC-F	4 WRAL-F	WQDR-F
5 WYLT-F	5 WTRG-F	5 WTRG-F	5 WTRG-F	5 WQOK-F		5 WRAL-F	WDCG-F	WDCG-F	5 WFXC-F	5 WRAL-F
WTRG-F>	WNND-F	6 WNND-F>	6	6 WYLT-F		WDCG-F>	6	6 WNND-F	WDCG-F	WPTF
7	7	7	7	7 WQDR-F		7		7	7	7

SPG 89

METRO CUME TSA TSA

FORMATS	AM	FM	TOTAL	%	%
TOP 40/CHR/CONTEMP		104 (2)	104 (2)	14.2	13.3
AOR/CLASSIC		99 (2)	99 (2)	13.6	13.0
AC/OLDIES/SOFT ROCK	7 (2)	164 (5)	171 (7)	23.4	23.9
MOR/VARIETY	60 (1)		60 (1)	8.2	
COUNTRY		86 (3)	86 (3)	11.8	9.8
BLACK/URBAN	16 (1)	118 (3)	134 (4)	18.4	21.9
BEAUTIFUL/EASY		4 (1)	4 (1)	0.5	
NEWS/TALK					9.3
NOSTALGIA	20 (1)		20 (1)	2.7	2.2
RELIGION/GOSPEL	21 (1)		21 (1)	2.9	3.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		31 (1)	31 (1)	4.2	2.2
UNKNOWN/OTHERS					1.3
	124 (6)	606 (17)	730 (23)		

OTHER RATED STATIONS			SHARE/RTG/AQH/CUME
WCAS-F	104.3	Tarboro/Raleigh	0.7/3.0/ 42/ 604
WKIX	850	Raleigh	0.3/2.6/ 6/ 244
WKTC-F	96.9	Tarboro/Rcky Mt	0.8/2.2/ 75/1089
WKRR-F	92.3	Asheboro/Greens	0.6/4.2/ 60/ 913
WNCT-F	107.9	Greenville	0.4/2.3/ 53/ 663
WZFX-F	99.1	Whitevl/Faytvl.	0.3/1.7/116/1215

RADIO STATIONS

WDNC, 620, 5 KW/1 KW (DA-2),	NOSTALGIA	CBS ,	$ 23.00 (Republic)		Sandy Smith
WDUR, 1490, 1 KW	, GOSPEL	NBN ,	$ 16.00 (Eastman)	Pinnacle	Fred Adams
WLLE, 570, 500 W/55 W	, BLACK	SBN ,	$ 18.00 (K & P)		Prentice Monroe
WPTF, 680, 50 KW (DA-N)	, MOR/FULL SER.	ABC I,CNN,	$ 65.00 (McGuild)	Durham Life	Byran McIntyre
WDCG-F, 105.1, 100 KW @ 1041,	CHR	ABC F ,	$ 60.00 (Republic)		Sandy Smith
WFXC-F, 107.1, 1.2 KW @ 500,	BLACK	NBN ,	$ 32.00 (Eastman)	Pinnacle	Fred Adams
WNND-F, 103.9, 1.5 KW @ 451,	JAZZ/NAC	,	$ 27.00 (---)	(FUQUAY)	Jerry Delcone
WQDR-F, 94.7, 100 KW @ 1127,	COUNTRY	ABC E, UNIULT,	$ 70.00 (McGuild)	Durham Life	Laurel Smith
WQOK-F, 97.5, 100 KW @ 981,	BLACK	ABC C ,	$ 42.00 (Durpetti)	Regan Henry (S BOSTON)	John Broomfield
WRAL-F, 101.5, 100 KW @ 1889,	AC	,	$ 96.00 (Katz)	Capitol-Goodman	Larry Adams
WRDU-F, 106.1, 100 KW @ 1350,	AOR	SOURCE ,	$ 97.00 (MMR)	Voyager	Phil Zachary
WTRG-F, 100.7, 100 KW @ 1967,	OLDIES	CBS ,	$ 50.00 (Banner)	Capitol-Johnson	(ROCKY MOUNT)
					Nicholas Paras
WYLT-F, 96.1, 100 KW @ 985,	SOFT AC	UNISUP, UNIPWR ,	$ 45.00 (Christal)	Universal	Gary Weiss
WZZU-F, 93.9, 100 KW @ 1269,	CHR	,	$ 37.00 (Torbet)	Village (BURLINGTON)	Dick DeButts

Miscellaneous Comments: WTRG-F sold by Capitol (Johnson) to Joyner for $13,100,000 (Blackburn) (price inclued cost of KQFX-F in Austin...

RENO

Arbitron Rank/Pop (12+): 136/247,400
MSA Rank/Pop: 176/246,800
ADI # 117
Average Person Ratings: 17.6
Market TSL: 23.25 hours

Stations: 18/18
Diaries: 639/387:1/51.6%
Sample Target: 620
% Below Line: 0.0
% Not Listed: 7.6

1989 Revenue: $10,000,000
HH Inc.: $29,780
Retail $: 2.5 Bil
Pop per Station: 13,744
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KRNO-AF (AC)	45/10.3	9.6	8.7	7.7	9.6	----	65/667	505/20.4	19.6	18.1		7.9	31	284	KRNO-AF
KWNZ-F (CHR)	45/10.3	10.8	11.7	10.3	10.7	----	62/961	701/28.3	24.5	29.4		17.6	69	736	KWNZ-F
KOZZ-F (AOR)	45/10.3	8.4	6.4	7.7	11.2	----	66/740	480/19.4	21.1	16.6		9.9	39	469	KOZZ-F
4. KODS-F (O)	40/ 9.2	9.9	7.6	11.3	5.3	----	58/632	423/17.1	22.0	20.6		7.4	29	394	KODS-F
5. KRZQ-F (AOR)	39/ 9.0	4.8	7.1	6.2	5.9	----	50/519	374/15.1	11.8	17.9		9.4	37	409	KRZQ-F
6. KBUL-F (C)	35/ 8.0	6.3	4.6	5.6	5.3	----	47/628	408/16.5	14.1	11.3		7.4	29	316	KBUL-F
7. KOH (N/T)	33/ 7.6	5.3	4.4	6.9	7.5	----	39/457	367/14.8	15.2	9.8		6.1	24	287	KOH
8. KROW (C)	26/ 6.0	4.8	3.9	5.9	3.2	----	44/485	281/11.4	10.0	8.6		3.1	12	134	KROW
9. KNEV-F (EZ)	23/ 5.3	8.7	9.0	9.0	10.7	----	34/392	276/11.2	11.4	15.8		5.6	22	245	KNEV-F
10. KROI-F (J/NA)	17/ 3.9	1.7	2.8	3.3	2.4	----	17/228	216/ 8.7	5.9	7.6		3.1	12	184	KROI-F
11. KSXY-F (CHR)	12/ 2.8	5.1	7.8	3.3	3.7	----	12/269	266/10.8	14.8	16.2		6.1	24	267	KSXY-F
12. KIIQ-F (C)	11/ 2.5	7.0	3.2	5.1	8.5	----	27/471	234/ 9.5	12.6	11.0		4.1	16	190	KIIQ-F
13. KPLY (O)	9/ 2.1	2.2	0.7	1.3	2.1	----	9/125	112/ 4.5	5.2	4.1		0.5	2	111	KPLY
KHIT (BB)	9/ 2.1	----	----	----	----	----	12/98	80/ 3.2	0.4	0.7		0.3	1	26	KHIT
15.															

12+ FM SHARE (METRO): 78.86% (317 of 402) (SPG 89: 80.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWNZ-F>>	1 KOZZ-F<	1 KOZZ-F	1 KOZZ-F<	1 KRNO-AF<	1 KODS-F<	1 KOH <	1 KOZZ-F	1 KWNZ-F	1 KWNZ-F	1 KOH
2 KSXY-F>	2 KRZQ-F>	2 KRZQ-F<	2 KRNO-AF<	2 KOZZ-F	2 KOH	2 KWNZ-F<	2 KRNO-AF	KOZZ-F<	2 KRNO-AF	2 KROW >
3	3 KWNZ-F	3 KRNO-AF	3 KODS-F>	3 KODS-F>	3 KRNO-AF<	3 KRNO-AF<	KODS-F	3 KRNO-AF	3 KRZQ-F	3
4	4 KRNO-AF>	4 KODS-F	4 KRZQ-F	4 KBUL-F	4 KNEV-F	4 KOZZ-F	4 KRZQ-F<	4 KODS-F	4 KOZZ-F>	4
5	5 KBUL-F	5 KWNZ-F	KBUL-F	5 KRZQ-F	5 KBUL-F	KBUL-F	5 KOH	5 KRZQ-F	5 KROW	5
6	6 KODS-F	6	6	6	6	6 KRZQ-F	KBUL-F	KBUL-F	6 KOH	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWNZ-F>	1 KRNO-AF	1 KRNO-AF	1 KRNO-AF	1 KRNO-AF	1 KRZQ-F>>	1 KRZQ-F<	1 KOZZ-F>	1 KOZZ-F<	1 KOZZ-F>
2 KRZQ-F	KWNZ-F	2 KOZZ-F	2 KODS-F	2 KODS-F>	2 KOZZ-F	2 KOZZ-F>>	2 KRZQ-F>	2 KRZQ-F>>	2 KRZQ-F
3 KRNO-AF	3 KOZZ-F	3 KODS-F	3 KWNZ-F>	3 KWNZ-F	3 KWNZ-F>>	3 KWNZ-F	3 KBUL-F	3 KODS-F	3 KRNO-AF
KSXY-F>>	4 KODS-F	4 KWNZ-F>	4 KOZZ-F	KBUL-F	4	KBUL-F	4 KRNO-AF>	4 KRNO-AF	4 KODS-F
5 KOZZ-F>	5 KRZQ-F	5 KLKT-F	5 KBUL-F	5 KOZZ-F	5	5 KRNO-AF	5	5 KWNZ-F	5 KBUL-F<
6	6	KBUL-F	6	6	6	6	6	KBUL-F	6 KOH

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		57 (2)	57 (2)	14.2	13.3
AOR/CLASSIC		84 (2)	84 (2)	20.9	15.4
AC/OLDIES/SOFT ROCK	15 (3)	90 (3)	105 (6)	26.1	33.1
MOR/VARIETY					2.9
COUNTRY	28 (2)	46 (2)	74 (4)	18.4	16.4
BLACK/URBAN					
BEAUTIFUL/EASY		23 (1)	23 (1)	5.7	10.2
NEWS/TALK	33 (1)		33 (1)	8.2	4.9
NOSTALGIA	9 (1)		9 (1)	2.2	3.9
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		17 (1)	17 (1)	4.2	
UNKNOWN/OTHERS					
	85 (7)	317 (11)	402 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KLKT-F	100.1	InclineVlg/Reno	1.4/5.3/ 6/ 170
KONE	1450	Reno	0.5/3.6/ 2/ 92
KQLO	920	Reno	1.1/3.7/ 8/ 131

RADIO STATIONS

KHIT	1590	5 KW (DAYS)	Nostalgia (?)	APR	$10.00	(Christal)		Lon Acherbach
KOH	630	5 KW/1 KW (DA-N)	News/Talk	CBS ABC T	$24.00	(Katz)		Ken Mendenhall
KONE	1450	1 KW	Country	ABC C UNISUP	$11.00	(HNWH)	Lotus	Rick Denton
KPLY	1270	5 KW (DA-1)	Oldies		$12.00	(Durpetti)	(SPARKS)	John Stolzenberg
KQLO	920	5 KW/1 KW (DA-N)	Oldies	NBC MBS	$11.00	(Banner)	Pacific Telecom	Bob Cross
KROW	780	50 KW (DA-1)	Country	ABC I	$20.00	(Mc-Guild)	John Price	John O'Brien
KBUL-F	98.1	76 KW @ 2275	Country	MBS	$23.00	(Durpetti)	(CARSON CITY)	Dave Grumper
KIIQ-F	104.5	25 KW @ 2930	Country	APR	$15.00	(Christal)		Lon Acherbach
KLKT-F	100.1	.8 KW @ 2956	AC		$13.00	(K & P)	(INCLINE VILLAGE)	Jim King
KNEV-F	95.5	59 KW @ 2270	EZ		$21.00	(Mc-Guild)	John Price	John O'Brien
KODS-F	103.7	6 KW @ 2965	Oldies		$30.00	(CBS)	Americom-Quinn	Janet Perry (CARNELIAN BAY)
KOZZ-F	105.7	75 KW @ 2120	AOR	SOURCE	$34.00	(HNWH)	Lotus	Rick Denton
KRNO-F	106.9	70 KW @ 2214	Soft AC		$38.00	(Torbet)	Roth	Jerry Gutensohn
KROI-F	100.9	1 KW @ 800	Jazz/NAC		$19.00	(Durpett	(SPARKS)	John Stolzenburg
KRZQ-F	96.5	.9 KW @ 2965	AOR		$27.00	(MMR)	(TAHOE CITY)	Dan Cook
KSXY-F	101.7	1.3 KW @ 425	CHR		$18.00	(Katz		Ken Mendenhall
KWNZ-F	97.3	87 KW @ 2112	CHR		$32.00	(Banner)	Pacific Telecom	Bob Cross (CARSON CTY)

Misc: KONE changes from Nostalgia to Country . . . KPLY reclassified as Oldies . . . KQLO changes from Talk to Oldies . . . KRNO A/F sold by Roth for $2,300,000 (E)...KBUL-F sold by Marathon to George Johns (never closed) for $2,000,000...

RICHMOND

Arbitron Rank/Pop (12+): 55/712,500

MSA Rank/Pop: 61/848,600
ADI # 60
Average Person Ratings: 17.8
Market TSL: 23.25 hours

Stations: 21/19
Diaries: 1202/593:1/53.0%
Sample Target: 1050
% Below Line: 1.3
% Not Listed: 13.6

1989 Revenue: $28,800,000
HH Inc.: $31,707
Retail $: 6.5 Bil
Pop per Station: 37,500
#1 Biller: WRVA $6,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WRVQ-F	(CHR)	173/13.6	10.6	12.5	12.2	9.4	12.2	205/2602	2080/29.2	27.4	25.2		12.6	171	1960	WRVQ-F
2. WRVA	(MOR)	146/11.5	9.6	11.7	11.4	14.7	11.1	152/1887	1763/27.4	25.1	26.1		8.9	120	1462	WRVA
3. WCDX-F	(B)	138/10.9	11.4	9.6	10.2	11.1	10.5	142/1250	1194/16.8	14.2	17.4		16.1	217	1685	WCDX-F
4. WRXL-F	(AOR)	131/10.3	9.3	12.1	9.7	9.9	10.4	143/1610	1433/20.1	22.7	20.9		13.8	186	2027	WRXL-F
5. WKHK-F	(C)	123/ 9.7	9.7	7.8	7.5	9.3	8.7	139/1530	1323/18.6	14.4	15.0		7.0	16	257	WKHK-F
6. WTVR-F	(EZ)	75/ 5.9	8.0	7.1	6.6	5.4	6.9	95/1198	932/13.1	13.6	12.0		5.0	68	729	WTVR-F
WPLZ-F	(B)	75/ 5.9	7.4	7.7	7.2	7.8	7.1	86/1086	933/13.2	12.9	16.1		9.1	123	1281	WPLZ-F
8. WMXB-F	(AC)	61/ 4.8	5.4	4.7	8.0	8.3	5.7	76/1301	1075/15.1	14.4	19.0		4.7	63	967	WMXB-F
9. WVGO-F	(AC)	41/ 3.2	3.4	4.0	3.0	3.6	3.4	49/1022	865/12.1	12.6	9.2		4.4	59	907	WVGO-F
10. WFTH	(REL)	19/ 1.5	2.6	0.8	2.4	1.4	1.8	19/218	202/ 2.8	2.5	2.1		1.2	16	257	WFTH
11. WTVR	(BB)	18/ 1.4	0.9	1.7	0.8	0.9	1.2	20/321	303/ 4.3	3.8	3.5		0.7	68	729	WTVR
12. WQSF-F	(SAC)	14/ 1.1	1.6	1.9	1.0	1.3	1.4	16/459	339/ 4.8	7.2	5.2					WQSF-F
WANT	(B)	14/ 1.1	1.1	1.2	1.7	1.0	1.3	14/313	287/ 4.0	4.2	4.2		0.6	8	212	WANT

12+ FM SHARE (METRO): 78.40% (860 of 1097) (SPG 89: 75.94%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRVQ-F>>	1 WCDX-F	1 WRXL-F<	1 WRXL-F	1 WRXL-F<	1 WRVA >	1 WRVA >	1 WRVQ-F	1 WRVQ-F	1 WCDX-F	1 WRVA >>
2 WCDX-F>	2 WRXL-F	2 WRVQ-F<	2 WCDX-F	2 WKHK-F	2 WKHK-F	2 WRVQ-F>	2 WRXL-F	2 WRXL-F	2 WRVA	2 WCDX-F>>
3 WPLZ-F	3 WRVQ-F>>	3 WCDX-F>	3 WRVQ-F<	3 WCDX-F<	3 WTVR-F>	3 WKHK-F<	3 WKHK-F>	3 WCDX-F<	3 WRVQ-F>	3 WRXL-F
4 WRXL-F	4 WPLZ-F	4 WKHK-F>	4 WKHK-F>	4 WRVQ-F	4 WRVQ-F	4 WRXL-F	4 WCDX-F	4 WKHK-F	4 WRXL-F>	4 WRVQ-F
5	5 WKHK-F	5 WPLZ-F	5 WMXB-F	5 WRVA	5	5 WCDX-F>>	5 WRVA <	5 WRVA	5 WPLZ-F	5 WPLZ-F<
6	6	6 WMXB-F	6 WRVA	6 WMXB-F	6	6 WPLZ-F	6 WTVR-F	6 WTVR-F	6 WKHK-F	6 WKHK-F
7	7	7 WRVA	WPLZ-F	7 WPLZ-F	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRVQ-F>	1 WCDX-F<	1 WCDX-F>	1 WRVQ-F	1 WCDX-F<	1 WRXL-F>	1 WRXL-F	1 WRXL-F	1 WRXL-F>	1 WRXL-F
2 WCDX-F>>	2 WRVQ-F>	2 WRVQ-F<	2 WCDX-F>	2 WRVQ-F	2 WCDX-F	2 WCDX-F>	2 WCDX-F>	2 WKHK-F	2 WKHK-F>
3 WRXL-F>>	3 WRXL-F>	3 WRXL-F	3 WRXL-F	3 WKHK-F	3 WRVQ-F	3 WRVQ-F>	3 WRVQ-F	WCDX-F	3 WCDX-F
4 WPLZ-F	4 WPLZ-F>	4 WPLZ-F>	4 WKHK-F<	4 WMXB-F<	4 WPLZ-F>	4 WKHK-F	4 WKHK-F>	4 WRVQ-F>	4 WRVQ-F
WKHK-F>>	5 WKHK-F	5 WMXB-F	5 WPLZ-F	5 WRVA	5 WAFX-F>	5 WMXB-F	5 WMXB-F>	5 WPLZ-F<	5 WRVA
6	6 WMXB-F	6 WKHK-F	WMXB-F	6 WPLZ-F	6 WRVA >>	6	6	6 WRVA	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		173 (1)	173 (1)	15.8	14.3
AOR/CLASSIC		143 (2)	143 (2)	13.0	11.5
AC/OLDIES/SOFT ROCK	8 (1)	116 (3)	124 (4)	11.3	10.6
MOR/VARIETY	146 (1)		146 (1)	13.3	16.2
COUNTRY	11 (1)	123 (1)	134 (2)	12.2	10.3
BLACK/URBAN	14 (1)	217 (3)	231 (4)	21.1	24.0
BEAUTIFUL/EASY		75 (1)	75 (1)	6.8	7.4
NEWS/TALK					
NOSTALGIA	18 (1)		18 (1)	1.6	1.7
RELIGION/GOSPEL	19 (1)	13 (1)	32 (2)	2.9	4.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS	21 (3)		21 (3)	1.9	
	237 (9)	860 (12)	1097 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDYL-F	92.1	Chester/Richmnd	1.0/3.3/ 13/ 279
WKIE	1540	Richmond	0.8/2.8/ 10/ 200
WLEE	1320	Richmond	0.4/1.6/ 5/ 114
WRNL	910	Richmond	0.6/3.7/ 9/ 267
WSTK	1290	Colonial Hgts.	0.5/1.1/ 6/ 79
WXGI	950	Richmond	0.9/2.5/ 14/ 212
WAFX-F	106.9	Suffolk/Norfolk	0.9/3.5/ 25/ 424
WOWI-F	102.9	Norfoldk	0.3/1.5/ 14/ 260

RADIO STATIONS

WANT,	990,	1 KW/16 W	, BLACK	NBN	, $ 15.00	(——)		John Galloway
WFTH,	1590,	5 KW (DAYS)	, RELIGION	UNIULT	, $ 15.00	(——)		Jack Johnson
WRNL,	910,	5 KW (DA-N)	, OLDIES	MBS	, $ 18.00	(Katz)	Capitol-Goodman	Claire Shaffner
WRVA,	1140,	50 KW (DA-1)	, MOR/FULL SER.	CBS	, $ 107.00	(Christal)	Edens	Bob Jones
WTVR,	1380,	5 KW (DA-2)	, NOSTALGIA	ABC E	, $ 20.00	(Republic)	Park	Eddie Anderson
WCDX-F,	92.7,	2.3 KW @ 369,	BLACK		, $ 44.00	(MMR)	Sinclair (MECHANICSVILLE)	Ben Miles
WDYL-F,	92.1,	3 KW @ 328,	RELIGION		, $ 15.00	(——)	(CHESTER)	Paul Scott
WKHK-F,	95.3,	13 KW @ 449,	COUNTRY		, $ 49.00	(Banner)	ABS (COLONIAL HGTS)	Mike McGann
WMXB-F,	103.7,	20 KW @ 840,	AC	APR	, $ 77.00	(Durpetti)	Radio Ventures	Theresa Hall
WPLZ-F,	99.3,	3 KW @ 328,	BLACK		, $ 55.00	(McGuild)	Paco-Jon	Connie Balthrop
WQSF-F,	96.5,	50 KW @ 492,	SOFT AC		, $ 30.00	(——)	Heymarket (WILLIAMSBURG)	Bob Bolton
WRVQ-F,	94.5,	200 KW @ 350,	CHR	ABC C	, $ 101.00	(Christal)	Edens	Phil Goldman
WRXL-F,	102.1,	140 KW @ 322,	AOR		, $ 97.00	(Katz)	Capitol-Goodman	Claire Shaffner
WTVR-F,	98.1,	50 KW @ 840,	EZ	ABC E	, $ 42.00	(Republic)	Park	Eddie Anderson
WVGO-F,	106.5,	8 KW @ 1234,	OLDIES	ABC D	, $ 38.00	(Torbet)	First Cities	Wanda Broughton

Miscellaneous Comments: WANT sold for $1,000,000...WVGO-F sold by First City to Coleman for $5,500,000 (MVP)...

RIVERSIDE-SAN BERNARDINO

Arbitron Rank/Pop (12+): 33/1,129,100

MSA Rank/Pop: 18/2,278,000
Los Angeles ADI
Average Person Ratings: 18.9
Market TSL: 24.50 hours

Stations: 45/19
Diaries: 1333/847:1/48.9%
Sample Target: 1290
% Below Line: 50.3
% Not Listed: 11.4

1989 Revenue: $17,900,000
HH Inc.: $29,022
Retail $: 14.0 Bil
Pop per Station: 59,426
#1 Biller: KGGI-F $3,800,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KGGI-F	(CHR)	171/ 8.2	8.6	10.1	8.5	7.0	8.9	210/3034	2362/20.9	22.1	18.1		16.4	309	2991	KGGI-F
2.	KFGR-F	(AC)	167/ 8.0	2.9	2.6	2.0	2.3	3.9	179/1762	1475/13.1	5.3	5.6		5.7	108	1074	KFGR-F
3.	KDUO-F	(EZ)	121/ 5.8	9.3	7.0	7.5	8.2	7.4	138/1681	1336/11.8	11.1	13.9		4.6	87	1200	KDUO-F
4.	KLOS-F	(AOR)	107/ 5.1	5.6	6.0	4.6	4.3	5.3	184/2232	1287/11.4	11.7	10.6		6.8	129	1223	KLOS-F
5.	KFI	(T)	105/ 5.0	3.1	3.4	3.4	3.9	3.7	154/1907	1246/11.0	9.7	10.6		3.9	73	882	KFI
6.	KOST-F	(AC)	102/ 4.9	4.3	4.2	4.5	4.6	4.5	133/2320	1553/13.8	10.8	12.5		3.7	69	1159	KOST-F
7.	KCAL-F	(AOR)	74/ 3.5	3.3	2.3	3.9	3.5	3.[illegible]	90/1445	1046/ 9.3	8.2	8.7		5.0	95	1004	KCAL-F
8.	KQLZ-F	(CHR)	71/ 3.4	6.3	4.6	6.1	6.7	5.1	112/1650	1095/ 9.7	10.5	14.0		5.9	111	1146	KQLZ-F
9.	KIIS-F	(CHR)	63/ 3.0	4.3	2.7	3.2	3.3	3.3	112/2124	1451/12.6	11.0	13.2		4.0	76	1450	KIIS-F
10.	KTWV-F	(J/NA)	60/ 2.9	2.4	1.8	1.8	1.4	2.2	74/981	725/ 6.4	5.4	4.4		2.0	37	479	KTWV-F
11.	KNX	(N)	54/ 2.6	2.9	2.4	2.6	3.4	2.6	86/1630	1066/ 9.4	9.7	11.2		1.7	33	706	KNX
12.	KKBT-F	(B)	53/ 2.5	0.5	----	1.6	0.8	1.1	55/611	527/ 4.7	0.0	2.7		2.4	45	716	KKBT-F
13.	KRTH-F	(O)	52/ 2.5	3.1	3.7	3.9	4.8	3.3	88/1610	1082/ 9.6	10.7	13.4		2.5	48	885	KRTH-F
14.	KROQ-F	(AOR)	44/ 2.1	1.1	1.8	1.7	1.4	1.7	69/797	503/ 4.5	4.2	3.9		2.2	41	697	KROQ-F
15.	KODJ-F	(O)	42/ 2.0	2.5	3.4	3.3	2.8	2.8	59/1066	657/ 5.8	7.4	7.6		2.2	41	548	KODJ-F

12+ FM SHARE (METRO): 78.04% (1450 of 1858) (SPG 89: 74.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KGGI-F>>	1 KGGI-F	1 KFGR-F	1 KFGR-F>	1 KFGR-F>	1 KDUO-F<	1 KGGI-F	1 KFGR-F>	1 KGGI-F	1 KGGI-F>	1 KFGR-F
2 KQLZ-F	2 KLOS-F	2 KGGI-F	2 KLOS-F	2 KLOS-F	2 KFGR-F>	2 KLOS-F	2 KDUO-F<	2 KFGR-F>	2 KFGR-F	2 KFI
3	3 KCAL-F	3 KLOS-F	3 KOST-F<	3 KOST-F<	3 KFI >	3 KDUO-F	3 KFI <	3 KLOS-F	3 KOST-F>	3 KGGI-F<
4	4 KFGR-F	4 KOST-F	4 KGGI-F	4 KGGI-F	4 KTWV-F<	4 KFGR-F	4 KGGI-F	4 KOST-F	4 KQLZ-F	4 KABC
5	5 KOST-F<	5 KCAL-F	5 KFI	5 KFI >	5 KOST-F	5 KFI	5 KOST-F	5 KFI	5 KDUO-F	5 KNX
6	6 KQLZ-F	6 KFI	6 KRTH-F	6 KRTH-F	6	6 KNX	6	KDUO-F	KCAL-F	6
7	7	7	7 KCAL-F	7	7	7	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KQLZ-F	1 KOST-F	1 KOST-F	1 KOST-F	1 KOST-F
KCAL-F	KGGI-F	2 KGGI-F	2 KGGI-F	2 KFGR-F
3 KGGI-F	3 KCAL-F	3 KFGR-F	3 KFGR-F>	3 KGGI-F>
4 KKBT-F	4 KQLZ-F	4 KLOS-F	4 KCAL-F	4 KRTH-F
5 KROQ-F	5 KFGR-F	5 KCAL-F	5 KIIS-F	5 KFI
KOST-F	6 KLOS-F	6	6	6

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KROQ-F	1 KLOS-F	1 KLOS-F>	1 KFGR-F	1 KFGR-F>
2 KGGI-F	2 KGGI-F>	2 KFGR-F	2 KLOS-F>>	2 KLOS-F>
3 KLOS-F	3 KFGR-F	3 KFI	3 KFI	3 KFI
4 KQLZ-F>	4 KCAL-F	KGGI-F	KCAL-F	4 KGGI-F
5 KCAL-F>	5 KQLZ-F	5 KCAL-F>	5	5 KCAL-F
6	6 KROQ-F	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		344 (5)	344 (5)	18.5	22.5
AOR/CLASSIC		242 (4)	242 (4)	13.0	11.6
AC/OLDIES/SOFT ROCK	13 (1)	413 (7)	426 (8)	22.9	18.2
MOR/VARIETY	24 (1)		24 (1)	1.3	
COUNTRY	45 (2)	89 (4)	134 (6)	7.2	8.3
BLACK/URBAN	10 (1)	53 (1)	63 (2)	3.4	0.8
BEAUTIFUL/EASY		177 (4)	177 (4)	9.5	13.1
NEWS/TALK	221 (5)		221 (5)	11.9	12.6
NOSTALGIA	34 (2)	15 (1)	49 (3)	2.6	1.5
RELIGION/GOSPEL	13 (2)		13 (2)	0.7	0.8
SPANISH	48 (2)	30 (1)	78 (3)	4.2	5.9
CLASSICAL					0.9
JAZZ/NEW AGE		87 (2)	87 (2)	4.7	2.3
UNKNOWN/OTHERS					1.6
	408 (16)	1450 (29)	1858 (45)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KATY-F	101.3	Idyllwild	0.5/1.3/ 10/ 157
KBON-F	103.9	Lake Arrowhead	1.2/2.7/ 32/ 434
KCAL	1410	Redlands	1.5/2.9/ 32/ 322
KCKC	1350	San Bernardino	1.4/3.2/ 32/ 402
KDIF	1440	Riverside/SB	0.8/1.9/ 16/ 218
KHSJ	1320	Hemet	1.1/2.0/ 24/ 266
KHYE-F	105.7	Hemet	0.7/1.5/ 14/ 217
KLFE	1240	San Bernardino	0.3/1.2/ 7/ 183
KMEN	1290	San Bernardino	0.5/2.0/ 10/ 244
KNTF-F	93.5	Ontario	0.7/2.5/ 22/ 488
KOLA-F	99.9	San Bernardino	0.8/3.4/ 29/ 515
KRSO	590	San Bernardino	0.8/3.3/ 18/ 402
KWDJ-F	92.7	Riverside	1.5/3.2/ 33/ 450
SEE LOS ANGELES FOR INFO ABOUT THE FOLLOWING:			
KABC	790	Los Angeles	1.5/4.4/ 50/ 872
KBIG-F	104.3	Los Angeles	1.8/6.5/ 48/1002
KBRT	740	Avalon	0.3/1.0/ 12/ 160
KFWB	980	Los Angeles	0.6/3.9/ 31/ 854
KKGO-F	105.1	Los Angeles	1.3/3.6/ 35/ 519
KLAC	570	Los Angeles	0.8/3.2/ 22/ 460
KLIT-F	101.9	Glendale	0.7/3.1/ 16/ 425
KLSX-F	97.1	Los Angeles	0.8/2.7/ 30/ 635
KLVE-F	107.5	Los Angeles	1.4/2.3/ 57/ 455
KMPC	710	Los Angeles	1.2/3.5/ 43/ 597
KPWR-F	105.9	Los Angeles	1.0/4.3/ 47/ 902
KRLA	1110	Pasadena	0.6/2.1/ 20/ 299
KWXY-F	98.5	Cathedral city	0.5/0.9/147/ 0
KXEZ-F	98.7	Los Angeles	0.4/1.8/ 11/ 284
KZLA-F	93.9	Los Angeles	1.4/2.8/ 37/ 437

RADIO STATIONS

AM STATIONS

KCAL,	1410,	5 KW/4 KW (DA-N) ,	HISPANIC	,	$ 23.00 (Lotus)		Andy James
KCKC,	1350,	5 KW/500 W (DA-2),	COUNTRY	ABC I ,	$ 32.00 (HNWH)		Sheila Brown
KDIF,	1440,	1 KW ,	HISPANIC	UPI ,	$ 25.00 (Katz Hisp.)		Gilberto Esquivel
KMEN,	1290,	5 KW (DA-2) ,	BLACK	,	$ 16.00 (McGuild)	American	Steve Virissimo
KRSO,	590,	1 KW (DA-2) ,	NEWS/TALK	NBC, TALKNT,	$ 25.00 (Katz)	Henry	Al Smith

FM STATIONS

KBON-F,	103.9,	.4 KW @ 2540,	OLDIES	,	$ 26.00 (HNWH)		Sheila Brown
KCAL-F,	96.7,	2 KW @ 376,	AOR	,	$ 53.00 (Torbet)	Anaheim	Jeff Parke
KDUO-F,	97.5,	72 KW @ 1570,	EZ	ABC D ,	$ 65.00 (Katz)	Henry	Al Smith
KFRG-F,	95.1,	50 KW @ 320,	COUNTRY	ABC D ,	$ 89.00 (Eastman)	Keymarket	Bob McIntosh
KGGI-F,	99.1,	3 KW @ 1530,	CHR	,	$ 16.00 (McGuild)	American	Steve Virissimo
KHYE-F,	105.7,	.2 KW @ 1024,	COUNTRY	ABC E ,	$ 16.00 (Western)		Jerry Hartline
KNTF-F,	93.5,	3 KW @ -165,	COUNTRY	,	$ 29.00 (---)		Brett Muller
KOLA-F,	99.9,	31 KW @ 1630,	OLDIES	ABC R ,	$ 35.00 (Banner)		Fred Cote
KWDJ-F,	92.7,	3 KW @ 300,	COUNTRY	MBS ,	$ 32.00 (Banner)		Jim Knudsen

OTHER RANKED STATIONS: See Los Angeles

Miscellaneous Comments: KMEN changes from OLDIES to BLACK...

ROANOKE-LYNCHBURG

Arbitron Rank/Pop (12+): 94/373,100

MSA Rank/Pop: 189/226,800 (Roanoke)
ADI # 69 255/143,900 (Lynchburg)
Average Person Ratings: 17.4
Market TSL: 23.00 hours

Stations: 22/18
Diaries: 866/430:1/58.9%
Sample Target: 770
% Below Line: 4.0
% Not Listed: 11.1

1989 Revenue: $12,800,000
HH Inc.: $26,999
Retail $: 3.0 Bil
Pop per Station: 20,727
#1 Biller: WXLK-F $3,500,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WXLK-F	(CHR)	113/17.4	15.2	15.0	20.6	20.9	----	255/3100	1312/35.2	32.1	34.0					WXLK-F
2. WPVR-F	(EZ)	81/12.5	11.5	11.5	13.9	11.0	----	120/1322	821/22.0	23.7	21.2					WPVR-F
3. WYYD-F	(C)	78/12.0	10.7	14.5	10.0	12.7	----	119/1264	778/20.9	18.9	22.0					WYYD-F
4. WROV-F	(AOR)	52/ 8.0	7.6	8.2	----	----	----	93/976	599/16.1	13.7	13.2					WROV-F
5. WSLQ-F	(AC)	48/ 7.4	5.5	4.0	8.5	8.2	----	103/1583	629/16.9	17.9	16.3					WSLQ-F
6. WJLM-F	(C)	31/ 4.8	5.5	3.4	2.6	4.6	----	32/342	301/ 8.1	11.3	9.5					WJLM-F
7. WSLC	(C)	28/ 4.3	5.1	3.5	5.1	5.1	----	31/427	324/ 8.7	9.8	8.4					WSLC
8. WGOL-F	(AC)	21/ 3.2	2.2	1.1	2.1	1.8	----	23/270	251/ 6.7	8.5	5.2					WGOL-F
9. WFIR	(N/T)	18/ 2.8	4.1	2.7	3.6	2.6	----	21/365	310/ 8.3	9.1	6.0					WFIR
10. WJJS	(B)	17/ 2.6	5.7	6.9	3.6	2.6	----	20/272	210/ 5.6	7.7	8.3					WJJS
11. WROV	(O)	15/ 2.3	3.1	3.1	2.1	3.1	----	15/271	254/ 6.8	6.9	7.8					WROV

12+ FM SHARE (METRO): 82.53% (477 of 578) (SPG 89: 75.39%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WXLK-F	1 WXLK-F>	1 WXLK-F>	1 WYYD-F	1 WYYD-F	1 WPVR-F	1 WXLK-F>	1 WPVR-F<	1 WXLK-F	1 WXLK-F>>	1 WXLK-F>
2	2 WROV-F>	2 WYYD-F	2 WXLK-F>	2 WXLK-F	2 WYYD-F>	2 WYYD-F	2 WXLK-F	2 WPVR-F	2 WYYD-F	2 WYYD-F
3	3 WSLQ-F	3 WROV-F	3 WSLQ-F	3 WPVR-F	3 WXLK-F	3 WPVR-F	3 WYYD-F>	3 WYYD-F	WPVR-F	3 WPVR-F
4	4 WYYD-F	4 WSLQ-F>	WROV-F	4 WSLQ-F	4 WSLC	4 WROV-F>	4 WROV-F	4 WROV-F	4 WSLQ-F	WFIR
5	5	5 WPVR-F	5 WPVR-F	5 WROV-F	5 WJLM-F	5 WSLQ-F	5 WSLQ-F	5 WSLQ-F	WROV-F	5 WROV-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WXLK-F>>	1 WXLK-F>	1 WSLQ-F	1 WXLK-F>	1 WXLK-F	1 WXLK-F>	1 WROV-F	1 WROV-F>	1 WXLK-F<	1 WYYD-F>
2 WSLQ-F	2 WSLQ-F>	2 WYYD-F	2 WSLQ-F	2 WYYD-F	2 WROV-F>>	2 WXLK-F>>	2 WYYD-F	2 WYYD-F	2 WROV-F
3 WROV-F>>	3 WROV-F	WXLK-F>	3 WYYD-F	3 WSLQ-F<	3 WPVR-F	3 WYYD-F	WXLK-F>	WROV-F>>	3 WXLK-F
4 WQMG-F	4 WYYD-F>	4 WPVR-F	4 WROV-F	4 WPVR-F>	WJLM-F>>	4	4 WGOL-F	4 WSLQ-F	4 WPVR-F
WJMH-F>	5 WPVR-F	5 WROV-F>>	5 WPVR-F	5 WJLM-F	5	5	5 WSLQ-F	WPVR-F	5 WJLM-F
6	6	6	6	6 WROV-F		6	WFIR >>	WJLM-F	6 WSLQ-F

SPG 89

METRO CUME TSA TSA

FORMATS	AM	FM	TOTAL	%	%
TOP 40/CHR/CONTEMP		119 (2)	119 (2)	20.6	19.8
AOR/CLASSIC		52 (1)	52 (1)	9.0	10.4
AC/OLDIES/SOFT ROCK	15 (1)	76 (3)	91 (4)	15.7	10.1
MOR/VARIETY	8 (1)		8 (1)	1.4	1.6
COUNTRY	28 (1)	116 (4)	144 (5)	24.9	25.3
BLACK/URBAN	28 (2)	24 (3)	52 (5)	9.0	14.2
BEAUTIFUL/EASY		81 (1)	81 (1)	14.0	13.0
NEWS/TALK	18 (1)		18 (1)	3.1	3.1
NOSTALGIA	4 (1)		4 (1)	0.7	1.2
RELIGION/GOSPEL		9 (1)	9 (1)	1.6	1.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
-	101 (7)	477 (15)	578 (22)		

OTHER RATED STATIONS			SHARE/RTG/AQH/CUME
WBLT	1350	Bedford	1.2/1.8/ 8/ 67
WKZZ-F	100.1	Lynchburg	0.9/5.1/ 9/ 237
WLLL	930	Lynchburg	0.6/2.7/ 4/ 99
WTOY	910	Roanoke	1.7/4.4/ 12/ 167
WTTX-F	107.1	Appomattox	1.4/1.7/ 11/ 109
WXYU-F	101.7	Lynchburg/Ronke	0.8/3.2/ 5/ 120
WZST-F	102.7	Lynchburg	1.1/4.2/ 9/ 187
WAKG-F	103.3	Danville	0.3/1.6/ 51/ 670
WJMH-F	102.1	Reidsville	2.0/4.7/ 37/ 485
WQMG-F	97.1	Greensboro	0.5/2.0/ 25/ 245
WQOK-F	97.5	S.Boston/Ralgh.	1.2/3.1/ 38/ 424

RADIO STATIONS

WFIR, 960, 5 KW (DA-N) , NEWS/TALK	CBS , $ 15.00 (Christal)		Terry Gibbons
WJJS, 1320, 1 KW/24 W , BLACK	ABC F,UNISUP, $ 15.00 (K & P)	(LYNCHBURG)	Denny Dee Royer
WROV, 1240, 1 KW , OLDIES	ABC D, $ 13.00 (HNWH)	Joyner	Mike Slenski
WSLC, 610, 5 KW/1 KW (DA-2), C/FULL SER.	NBC, $ 23.00 (Katz)	Mel Wheeler	Herm Reavis
WGOL-F, 98.3, 3 KW @ 241, AC	UNISUP,UNIULT, $ 13.00 (Roslin)	(LYNCHBURG)	George Douglas
WJLM-F, 93.5, 3 KW @ -83, COUNTRY	MBS, UNIULT, $ 16.00 (---)	(SALEM)	Lloyd Gochenour
WKZZ-F, 100.1, .7 KW @ 645, CHR	UNIPWR, CBS, $ 13.00 (Republic)	Bahakel (LYNCHBURG)	Allen Augustine
WPVR-F, 94.9, 100 KW @ 1980, EZ	, $ 34.00 (Christal)		Terry Gibbons
WROV-F, 96.3, 14 KW @ 2077, AOR	ABC R , $ 31.00 (HNWH)	Joyner (MARTINSVILLE)	Mike Slenski
WSLQ-F, 99.1, 200 KW @ 1990, AC	ABC F, $ 40.00 (Katz)	Mel Wheeler	Herm Reavis
WXLK-F, 92.3, 93 KW @ 2050, CHR	UNIPWR, $ 82.00 (Torbet)	Coleman	Al Casey
WXYU-F, 101.7, 3 KW @ 290, COUNTRY	SMN, ABC I, $ 10.00 (K & P)	(LYNCHBURG)	Dennd Dee Royer
WYYD-F, 107.9, 21 KW @ 1764, COUNTRY	MBS, $ 38.00 (Eastman)	(AMHURST)	Barb Raxrode

Miscellaneous Comments: WSAY changes calls to WTOY (April)...

ROCHESTER

Arbitron Rank/Pop (12+): 45/829,400
MSA Rank/Pop: 51/984,000
ADI # 72
Average Person Ratings: 16.3
Market TSL: 21.25 hours

Stations: 15/12
Diaries: 1444/575:1/53.7%
Sample Target: 1140
% Below Line: 2.3
% Not Listed: 14.2

1989 Revenue: $25,100,000
HH Inc.: $32,234
Retail $: 6.7 Bil
Pop per Station: 69,116
#1 Biller: WCMF-F $5,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WCMF-F	(AOR)	204/15.1	16.7	15.7	15.6	17.4	15.8	254/2676	2268/27.3	27.2	28.8		17.8	278	2849	WCMF-F
2. WPXY-F	(CHR)	169/12.5	9.3	10.7	10.7	11.3	10.8	190/2693	2427/29.3	27.7	28.8		13.7	214	2992	WPXY-F
3. WVOR-F	(AC)	152/11.2	9.0	8.1	10.1	11.0	9.6	163/2235	2094/25.2	21.5	23.9		7.2	112	1371	WVOR-F
4. WBEE-F	(C)	127/ 9.4	11.3	10.2	9.0	8.9	10.0	155/1862	1526/18.4	18.2	18.6		9.0	141	1264	WBEE-F
5. WHAM	(MOR)	120/ 8.9	9.3	7.6	7.4	8.7	8.3	131/1788	1575/19.0	20.2	20.4		7.1	111	1577	WHAM
6. WRMM-F	(SAC)	91/ 6.7	6.7	6.9	5.9	5.5	6.6	98/1686	1556/18.8	18.6	17.6		6.3	98	1278	WRMM-F
7. WKLX-F	(O)	81/ 6.0	6.4	7.6	7.0	5.8	6.8	90/1621	1475/17.8	17.8	18.6		4.2	65	1003	WKLX-F
8. WZSH-F	(EZ)	70/ 5.2	5.2	6.6	6.7	4.7	5.9	80/1071	868/10.5	13.4	11.4		3.1	49	604	WZSH-F
9. WDKX-F	(B)	69/ 4.4	4.9	4.2	5.6	6.2	4.8	62/889	821/ 9.9	7.9	10.5		10.0	157	1354	WDKX-F
10. WBBF	(C)	29/ 2.1	1.3	0.8	0.9	0.6	1.3	29/494	494/ 6.0	3.7	3.8		1.7	27	521	WBBF

12+ FM SHARE (METRO): 85.69% (994 of 1160) (SPG 89: 84.47%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPXY-F>>	1 WCMF-F>>	1 WCMF-F>	1 WCMF-F	1 WCMF-F<	1 WHAM	1 WCMF-F	1 WCMF-F	1 WCMF-F	1 WPXY-F	1 WHAM
2 WCMF-F>>	2 WPXY-F>	2 WPXY-F	2 WVOR-F>	2 WVOR-F>	2 WBEE-F<	2 WVOR-F	2 WVOR-F	2 WPXY-F<	2 WCMF-F	2 WCMF-F
3 WDKX-F	3 WVOR-F>	3 WVOR-F>	3 WPXY-F	3 WBEE-F<	3 WVOR-F>	3 WHAM	3 WPXY-F	3 WVOR-F	3 WHAM	3 WPXY-F>>
4 WMJQ-F	4 WRMM-F	4 WKLX-F<	WKLX-F	4 WKLX-F<	4 WZSH-F>	4 WPXY-F	4 WBEE-F	4 WHAM	4 WVOR-F	4 WBEE-F<
5	5 WBEE-F	5 WRMM-F	5 WRMM-F	5 WPXY-F<	5 WKLX-F<	5 WBEE-F	5 WRMM-F<	5 WBEE-F	5 WDKX-F	5 WDKX-F
6	6 WDKX-F	6 WBEE-F	6 WBEE-F	6 WRMM-F	6 WRMM-F	6	6 WHAM	6	6 WRMM-F	6 WVOR-F
7	7 WKLX-F	7	7	7	7	7	7	7	WKLX-F	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPXY-F	1 WPXY-F	1 WPXY-F	1 WPXY-F	1 WVOR-F>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>>	1 WCMF-F>
2 WCMF-F>>	2 WCMF-F>	2 WVOR-F<	2 WVOR-F<	2 WPXY-F	2 WPXY-F>	2 WPXY-F>	2 WVOR-F	2 WVOR-F	2 WVOR-F
3 WRMM-F	3 WVOR-F>	3 WCMF-F>	3 WCMF-F	3 WRMM-F	3 WDKX-F	3 WVOR-F>	3 WRMM-F	3 WPXY-F	3 WBEE-F
WDKX-F	4 WRMM-F>	4 WRMM-F	4 WRMM-F	4 WKLX-F<	4 WVOR-F>	4 WDKX-F	WPXY-F	4 WKLX-F	4 WKLX-F
5 WVOR-F>	5 WBEE-F	5 WKLX-F	5 WKLX-F	5 WBEE-F	5 WHAM	5 WRMM-F	5 WBEE-F	5 WBEE-F	5 WRMM-F
6 WBEE-F>>	6 WKLX-F	WBEE-F>>	6 WBEE-F	6 WCMF-F	6 WKLX-F	WBEE-F	6 WKLX-F>	6 WRMM-F	WHAM <
7 WKLX-F>>	7 WDKX-F	7 WDKX-F	7	7	WBEE-F	7 WKLX-F	7 WDKX-F>	WHAM	7 WPXY-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	12 (1)	185 (2)	197 (3)	17.0	14.4
AOR/CLASSIC		204 (1)	204 (1)	17.6	20.9
AC/OLDIES/SOFT ROCK	5 (1)	324 (3)	329 (4)	28.4	25.8
MOR/VARIETY	120 (1)		120 (1)	10.3	10.1
COUNTRY	29 (1)	127 (1)	156 (2)	13.4	11.0
BLACK/URBAN		69 (1)	69 (1)	5.9	7.1
BEAUTIFUL/EASY		70 (1)	70 (1)	6.0	5.5
NEWS/TALK					
NOSTALGIA					3.4
RELIGION/GOSPEL					1.0
SPANISH					
CLASSICAL		5 (1)	5 (1)	0.4	
JAZZ/NEW AGE		10 (1)	10 (1)	0.9	0.9
UNKNOWN/OTHERS					
	166 (4)	994 (11)	1160 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPXY	1280	Rochester	0.9/4.2/ 13/ 358
WRMM	990	Rochester	0.4/1.8/ 5/ 171
CFMX-F	103.1	Cobourg, On	0.4/1.7/ 5/ 145
WBMW-F	107.7	Weathersfield	0.7/3.0/ 13/ 324
WMJQ-F	102.5	Buffalo	1.2/5.3/ 39/ 746

RADIO STATIONS

WBBF, 950, 1 KW (DA-2)	, NOSTALGIA	UNIULT ,	$ 24.00 (Katz)	Heritage	Carolyn Merz
WHAM, 1180, 50 KW	, MOR/FULL SER.	CBS, TALKNT,	$ 55.00 (McGuilld)	Lincoln	Jack Palvino
WBEE-F, 92.5, 50 KW @ 500,	COUNTRY	UNIULT ,	$ 63.00 (Katz)	Heritage	Carolyn Merz
WCMF-F, 96.5, 50 KW @ 450,	AOR	,	$ 100.00 (Torbet)	Stoner	Suzanne MacDonald
WDKX-F, 103.9, 1 KW @ 536,	BLACK	,	$ 30.00 (Roslin)		Andrew Livingston
WKLX-F, 98.9, 37 KW @ 564,	OLDIES	,	$ 50.00 (Durpetti)		Dodenhoff/Wachs
WPXY-F, 97.9, 50 KW @ 399,	CHR	,	$ 75.00 (MMR)	Pyramid	Bill Schoenig
WRMM-F, 101.3, 27 KW @ 640,	SOFT AC	ABC E ,	$ 49.00 (Christal)	Atlantic Ventures	Kim Romano
WVOR-F, 100.5, 50 KW @ 482,	AC	,	$ 99.00 (McGuilld)	Lincoln	Jack Palvino
WZSH-F, 95.1, 10 KW @ 994,	EZ	,	$ 28.00 (Republic)	(BRISTOL CENTER)	Jim Doyle

Miscellaneous Comments: WBBF change from COUNTRY to NOSTALGIA (May)...WPXY AF sold by Pyramid to Rich for $8,000,000...

ROCKFORD

Arbitron Rank/Pop (12+): 141/231,900

MSA Rank/Pop: 157/283,000
ADI # 136
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 18/10
Diaries: 597/388:1/56.4%
Sample Target: 610
% Below Line: 15.8
% Not Listed: 16.1

1989 Revenue: $7,900,000
HH Inc.: $31,381
Retail $: 2.1 Bil
Pop per Station: 23,190
#1 Biller: WZOK-F $2,100,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WZOK-F	(CHR)	85/21.7	——	18.0	——	20.7	——	131/1622	970/41.8		37.2		25.3	94	992	WZOK-F
2.	WROK	(MOR)	43/11.0	——	12.8	——	16.6	——	44/712	668/28.8		31.2		10.2	38	604	WROK
3.	WKMQ-F	(O)	42/10.7	——	15.9	——	13.0	——	47/609	480/20.7		27.7		7.0	26	337	WKMQ-F
4.	WXRX-F	(AOR)	35/ 8.9	——	7.8	——	6.4	——	46/505	391/16.9		16.5		14.6	54	495	WXRX-F
5.	WRMC-F	(AC)	29/ 7.4	——	3.9	——	5.0	——	42/513	410/17.7		8.5		4.9	18	238	WRMC-F
6.	WGN	(T)	24/ 6.1	——	5.2	——	8.0	——	51/803	343/14.8		15.2		5.1	19	351	WGN
7.	WQFL-F	(REL)	13/ 3.3	——	3.4	——	3.0	——	22/340	188/ 8.1		8.0		2.7	10	267	WQFL-F
8.	WJVL-F	(C)	11/ 2.8	——	1.6	——	1.9	——	48/689	217/ 9.4		5.6		3.2	12	170	WJVL-F
9.	WKKN	(C)	8/ 2.0	——	4.4	——	2.8	——	10/171	129/ 5.6		6.0		2.2	8	147	WKKN
10.	WSJY-F	(EZ)	7/ 1.8	——	2.3	——	3.9	——	17/290	142/ 6.1		5.6		2.7	10	145	WSJY-F
12.	WMAQ	(I)	7/ 1.8	——	1.6	——	0.8	——	14/312	139/ 6.0		4.6		0.0	0	59	WMAQ

12+ FM SHARE (METRO): 70.52% (232 of 329) (SPG 89: 62.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZOK-F	1 WZOK-F>	1 WZOK-F>	1 WZOK-F	1 WZOK-F	1 WROK >	1 WZOK-F>	1 WZOK-F>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F
2	2 WXRX-F>	2 WKMQ-F	2 WKMQ-F>	2 WKMQ-F>	2 WKMQ-F	2 WROK >	2 WRMC-F<	2 WKMQ-F	2 WKMQ-F<	2 WGN
3	3 WRMC-F	3 WXRX-F	3 WRMC-F<	3 WRMC-F	3 WZOK-F	3 WKMQ-F	3 WKMQ-F<	3 WXRX-F	3 WXRX-F>	WROK >
4	4 WKMQ-F>	4 WRMC-F>	4 WXRX-F	WROK	4 WGN >	4 WGN	4 WXRX-F	4 WROK	4 WROK	4 WKMQ-F
5	5 WQFL-F	5 WROK	5 WROK	5 WXRX-F	5 WRMC-F	5 WXRX-F	5 WROK	5 WRMC-F	5 WGN	WKKN
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>>	1 WZOK-F>	1 WZOK-F>>	1 WXRX-F	1 WXRX-F>	1 WZOK-F	1 WKMQ-F
2 WXRX-F>	2 WXRX-F	2 WQFL-F>	2 WKMQ-F	2 WKMQ-F	2 WXRX-F>>	2 WZOK-F>>	2 WZOK-F	2 WXRX-F	2 WZOK-F
3 WRMC-F>>	3 WRMC-F	3 WXRX-F	3 WRMC-F>	3 WROK	3 WLUP	3 WRMC-F	3 WRMC-F	3 WKMQ-F>	WXRX-F>
4 WQFL-F	WQFL-F>	WRMC-F	4 WXRX-F	4 WRMC-F>	WRMC-F	4 WKMQ-F>	WKMQ-F>	4 WRMC-F	4 WRMC-F
WKMQ-F	5 WKMQ-F	WKMQ-F>>	WROK	5 WQFL-F	WLUV-F	5 WLUP	5 WLUP	5	5 WROK
6	6	6	6 WQFL-F	6	6	6	WJVL-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		87 (2)	87 (2)	26.4	20.8
AOR/CLASSIC		35 (1)	35 (1)	10.6	8.8
AC/OLDIES/SOFT ROCK	2 (1)	71 (2)	73 (3)	22.2	23.4
MOR/VARIETY	43 (1)		43 (1)	13.1	16.1
COUNTRY	8 (1)	16 (2)	24 (3)	7.3	6.7
BLACK/URBAN					0.9
BEAUTIFUL/EASY		10 (2)	10 (2)	3.0	3.2
NEWS/TALK	39 (4)		39 (4)	11.9	10.5
NOSTALGIA	5 (1)		5 (1)	1.5	4.1
RELIGION/GOSPEL		13 (1)	13 (1)	4.0	3.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.8
	97 (8)	232 (10)	329 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLUV-F	96.7	Loves Park/Rkfd	1.3/4.1/ 7/ 128
WRRR	1330	Rockfordd	1.3/5.0/ 5/ 129
WXXQ-F	98.5	Freeport/Rock.	0.5/3.6/ 10/ 259
WBBM	780	Chicago	0.5/7.1/ 13/ 383
WEKZ-F	93.7	Monroe	0.8/3.6/ 24/ 293
WLS	890	Chicago	0.5/2.1/ 11/ 177
WLUP	1000	Chicago	1.5/2.8/ 14/ 216

RADIO STATIONS

WKKN, 1150,	1 KW (DA-1)	, COUNTRY	MBS ,	$ 13.00	(HNWH)	Midwest Family	Duane Daniels
WROK, 1440,	5 KW/500 W (DA-D)	, MOR/FULL SER.	ABC C,	$ 36.00	(McGuild)		John Nolte
WRRR, 1330,	1 KW/91 W (DA-1)	, NOSTALGIA	SMN,	$ 10.00	(Katz)		Michael Dach
WKMQ-F, 95.3,	1 KW @ 515,	OLDIES	,	$ 30.00	(HNWH)	Midwest Family	Duane Daniels
WQFL-F, 100.9,	3 KW @ 300,	RELIGION	UPI,	$ 10.00	(---)		Barry Armstrong
WRMC-F, 103.1,	1 KW @ 525,	AC	UNISUP,	$ 18.00	(Roslin)		Bill Dommer
WXRX-F, 104.9,	3 KW @ 300,	AOR	SOURCE,	$ 21.00	(Katz)		Michael Dach
WZOK-F, 97.5,	50 KW @ 433,	CHR	,	$ 45.00	(McGuild)		John Nolte
WJVL-F, 99.9,	11 KW @ 502,	COUNTRY	,	$ 14.00	(---)	Gazette (JANESVILLE WI)	Bob Dailey

OTHER RATED STATIONS: See Chicago or Madison   Miscellaneous Comments: WYBR-F changes calls to WXRX-F (Jan.)...

SACRAMENTO

Arbitron Rank/Pop (12+): 30/1,195,200

MSA Rank/Pop: 34/1,401,500
ADI # 21 (w/Stockton & Modesto)
Average Person Ratings: 16.1
Market TSL: 21.50 hours

Stations: 27/21
Diaries: 1531/781:1/53.8%
Sample Target: 1340
% Below Line: 6.5
% Not Listed: 12.5

1989 Revenue: $52,500,000
HH Inc.: $30,536
Retail $: 9.5 Bil
Pop per Station: 56,914
#1 Biller: KRAK-AF $9,600,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KFBK	(N/T)	181/ 9.4	11.4	8.5	8.1	9.3	9.4	222/2958	2307/19.3	19.4	18.4		9.1	194	2017	KFBK
2. KRXQ-F	(AOR)	167/ 8.7	8.7	6.9	5.6	5.8	7.5	203/2151	1728/14.5	12.7	13.7		14.3	306	2033	KRXQ-F
3. KRAK-F	(C)	160/ 8.3	7.9	9.3	6.7	7.0	8.1	233/3007	2221/18.6	17.7	14.2		6.6	142	2084	KRAK-F
4. KXOA-F	(AC)	146/ 7.6	6.1	8.1	7.8	6.9	7.4	158/2719	2293/19.2	18.9	17.0		6.6	142	1564	KXOA-F
5. KSFM-F	(CHR)	142/ 7.4	6.6	7.1	7.1	7.4	7.1	188/3210	2287/19.1	19.8	20.7		10.4	222	3116	KSFM-F
6. KZAP-F	(AOR)	100/ 5.2	6.5	6.9	6.4	6.0	6.3	136/2310	1612/13.5	15.5	14.6		5.2	111	1667	KZAP-F
7. KHYL-F	(O)	92/ 4.8	5.8	4.7	5.5	5.1	5.2	120/1992	1471/12.3	12.3	13.1		4.8	103	1565	KHYL-F
KAER-F	(AC)	92/ 4.8	4.7	4.1	4.7	3.4	4.6	106/1716	1424/11.9	11.6	10.6		3.5	74	999	KAER-F
9. KYMX-F	(SAC)	85/ 4.4	4.7	7.4	7.6	7.9	6.0	110/1789	1443/12.1	12.9	13.8		3.8	82	790	KYMX-F
10. KRAK	(C)	66/ 3.4	3.2	2.8	3.5	4.3	3.2	150/1649	745/ 6.2	7.0	8.0		2.1	45	744	KRAK
11. KQPT-F	(J/NA)	61/ 3.2	5.6	3.9	4.9	4.1	4.4	84/1349	1162/ 9.7	10.4	11.4		3.6	76	1255	KQPT-F
12. KROY-F	(CHR)	59/ 3.1	2.9	3.3	3.3	3.1	3.2	66/1857	1693/14.2	12.3	12.6		5.0	106	2016	KROY-F
13. KWOD-F	(CHR)	57/ 3.0	3.3	2.5	3.4	3.8	3.0	90/2148	1440/12.0	11.2	12.7		3.3	70	1654	KWOD-F
14. KCTC	(EZ)	45/ 2.3	1.9	1.1	0.8	1.9	1.5	45/746	697/ 5.8	4.9	5.4		1.5	32	641	KCTC
15. KFRC	(BB)	36/ 1.9	1.9	1.7	2.4	1.5	2.0	76/977	523/ 4.4	3.7	3.6		3.2	68	610	KFRC
16. KGO	(N/T)	33/ 1.7	1.3	1.2	1.4	1.8	1.4	66/1224	557/ 4.7	4.5	4.5		1.4	29	417	KGO
17. KNBR	(MOR)	29/ 1.5	0.4	1.6	1.7	1.8	1.3	77/1589	640/ 5.4	4.9	5.6		0.7	15	387	KNBR
18. KRCX	(SP)	25/ 1.3	0.8	0.9	0.8	1.7	0.9	38/334	224/ 1.9	1.4	1.9		0.3	7	153	KRCX
19. KFIA	(REL)	22/ 1.1	0.6	0.6	0.7	0.7	0.8	30/571	444/ 3.7	2.1	2.3		1.5	31	425	KFIA
20.																

12+ FM SHARE (METRO): 70.77% (1191 of 1683) (SPG 89: 70.87%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KSFM-F>>	1 KRXQ-F>>	1 KRXQ-F	1 KXOA-F	1 KXOA-F	1 KFBK >	1 KFBK >	1 KFBK	1 KRXQ-F<	1 KSFM-F	1 KFBK
2 KWOD-F	2 KZAP-F	2 KXOA-F	2 KRXQ-F	2 KRAK-F	2 KRAK-F	2 KRAK-F<	2 KXOA-F	2 KXOA-F	2 KRAK-F	2 KGO >
3 KRXQ-F	KXOA-F<	3 KRAK-F	3 KRAK-F	3 KRXQ-F<	3 KXOA-F	3 KRXQ-F	3 KRAK-F<	3 KSFM-F	3 KRXQ-F>	3 KXOA-F
4 KROY-F	4 KSFM-F	4 KZAP-F	4 KZAP-F	4 KFBK	4 KHYL-F	4 KXOA-F<	4 KRXQ-F>	4 KRAK-F	4 KFBK	4 KRAK-F
5	KAER-F	KSFM-F	5 KFBK <	5 KZAP-F	5 KYMX-F	5 KSFM-F>	5 KZAP-F	5 KFBK >	5 KROY-F<	5 KRXQ-F<
6	6 KRAK-F	6 KAER-F	6 KAER-F	6 KHYL-F	6 KRAK	6 KAER-F	6 KHYL-F<	6 KHYL-F	6 KWOD-F	6 KSFM-F
7	7	7 KFBK <	7 KHYL-F	7 KAER-F	KCTC	7	7 KAER-F<	KAER-F<	7	7
8	8	8 KHYL-F	8	8	8	8	8 KSFM-F	8 KZAP-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRXQ-F>>	1 KRXQ-F>	1 KAER-F	1 KXOA-F<	1 KXOA-F>	1 KRXQ-F	1 KRXQ-F>	1 KRXQ-F	1 KRXQ-F	1 KZAP-F<
2 KSFM-F	2 KAER-F	2 KRXQ-F	2 KRXQ-F	2 KRAK-F<	2 KSFM-F>>	2 KZAP-F>	2 KZAP-F>	2 KZAP-F	2 KFBK
3 KROY-F	3 KXOA-F	3 KXOA-F>	3 KAER-F	3 KAER-F	3 KROY-F	3 KSFM-F	3 KRAK-F	3 KFBK <	3 KRAK-F<
4 KYMX-F	4 KSFM-F	4 KRAK-F	4 KRAK-F	4 KRXQ-F	4 KZAP-F	4 KRAK-F	4 KXOA-F	4 KXOA-F<	4 KRXQ-F
5 KXOA-F	5 KRAK-F	5 KSFM-F	5 KSFM-F	5 KHYL-F	5 KWOD-F	5 KXOA-F	5 KFBK	5 KRAK-F	5 KXOA-F
KWOD-F	6 KYMX-F	6 KYMX-F	6 KYMX-F	6 KYMX-F<	6 KRAK	6 KAER-F	6 KAER-F>	6 KSFM-F	6 KHYL-F
KRAK-F	7	7 KZAP-F	7 KHYL-F	7 KSFM-F	7 KAER-F	7 KFBK	7 KHYL-F	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		258 (3)	258 (3)	15.3	16.7
AOR/CLASSIC		267 (2)	267 (2)	15.9	13.4
AC/OLDIES/SOFT ROCK	15 (1)	421 (5)	436 (6)	25.9	21.5
MOR/VARIETY	29 (1)		29 (1)	1.7	2.1
COUNTRY	66 (1)	160 (1)	226 (2)	13.4	13.0
BLACK/URBAN					
BEAUTIFUL/EASY	45 (1)	10 (1)	55 (2)	3.3	9.1
NEWS/TALK	240 (4)		240 (4)	14.3	13.9
NOSTALGIA	36 (1)		36 (1)	2.1	1.7
RELIGION/GOSPEL	22 (1)		22 (1)	1.3	0.8
SPANISH	25 (1)		25 (1)	1.5	2.0
CLASSICAL	14 (1)		14 (1)	0.8	1.1
JAZZ/NEW AGE		61 (1)	61 (1)	3.6	4.7
UNKNOWN/OTHERS		14 (2)	14 (3)	0.8	
	492 (13)	1191 (15)	1683 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KLCQ-F	105.5	Davis/Sacramnto	0.3/1.6/ 14/ 237
KRLT-F	93.9	SL Tahoe	0.3/1.0/ 10/ 169
KSAC	1240	Sacramento	0.7/1.8/ 18/ 237
KSMJ	1380	Sacramento	0.8/3.5/ 20/ 545
KXOA	1470	Sacramento	0.8/2.1/ 18/ 292
KBEE-F	103.3	Modesto/Stoctn.	0.5/2.2/ 55/ 842
KCBS	740	San Francisco	0.5/2.4/ 56/ 811
KRFD	1410	Marysville	
KRFD-F	99.9	Marysville	0.4/1.0/ 26/ 619

RADIO STATIONS

AM STATIONS

KCTC	1320	5 KW (DA-2)	EZ	CBS UNISUP	$ 30.00	(Christal)	Tribune Co.	Doug Stewart
KFBK	1530	50 KW (DA-2)	News/Talk	ABC I APR	$120.00	(Group W)	Westinghouse	Rick Eytcheson
KFIA	710	10 KW/250 W(DA-2)	Religion		$ 24.00	(——)		Jamie Clark
KRAK	1140	50 KW (DA-2)	Country		$ 66.00	(Katz)	EZ	John Winkle
KRCX	1110	5 KW/500 W (DA-2)	Hispanic		$ 36.00	(Katz Hisp.)	Fuller-Jeffrey	Michael John
KSAC	1240	1 KW	Classical	UNIULT	$ 27.00	(CMBS)		John Stolzenburg
KSMJ	1380	5 KW (DA-2)	Oldies	SMN	$ 26.00	(MMR)	Booth/Genesis	Jerry McKenna
KXOA	1470	5 KW/1 KW (DA-2)	Business News		$ 30.00	(Banner)	Brown	John Geary

FM STATIONS

KAER	92.5	50 KW @ 462	AC		$ 62.00	(Group W)	Westinghouse	Rick Eytcheson
KHYL	101.1	37 KW @ 567	Oldies		$ 50.00	(Eastman)	(AUBURN)	John Buckley
KQPT	100.5	115 KW @ 328	Jazz/NAC	SOURCE	$ 80.00	(Republic)	Duchossois	Henry Grambergu
KRAK	105.1	50 KW @ 500	Country		$111.00	(Katz)	EZ	John Winkel
KROY	96.9	50 KW @ 500	CHR	ABC C	$ 48.00	(Christal)	Great American	Tom Schurr
KRXQ	93.7	25 KW @ 325	AOR		$ 90.00	(Torbet)	Fuller-Jeffrey	Michael John
KSFM	102.5	50 KW @ 500	CHR		$ 85.00	(MMR)	Booth/Genesis	Jerry McKenna
KWOD	106.5	50 KW @ 410	CHR	RADRAD ABC FM	$ 54.00	(CBS)	(WOODLAND)	Ed Stolz
KXOA	107.9	50 KW @ 403	AC		$135.00	(Banner)	Brown	John Geary
KYMX	96.1	50 KW @ 476	Soft AC/EZ	UNISUP	$ 75.00	(Christal)	Tribune Co.	Doug Stewart
KZAP	98.5	50 KW @ 500	AOR		$ 96.00	(Mc-Guild)	Nationwide	Tom Weidle

Miscellaneous Comments: KGNR changes call letters to KCTC (Feb) . . .

SAGINAW-BAY CITY-MIDLAND

Arbitron Rank/Pop (12+): 111/327,100
MSA Rank/Pop: 118/402,600
ADI # 59 (w/Flint)
Average Person Ratings: 19.8
Market TSL: 25.75 hours

Stations: 20/11
Diaries: 846/387:1/56.2%
Sample Target: 740
% Below Line: 9.1
% Not Listed: 11.6

1989 Revenue: $10,000,000
HH Inc.: $28,265
Retail $: 2.9 Bil
Pop per Station: 29,736
#1 Biller: WIOG-F $3,700,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIOG-F	(CHR)	142/21.9	17.9	24.1	30.1	24.3	----	300/3631	1411/43.1	40.4	41.9		21.7	137	1542	WIOG-F
2. WKCQ-F	(C)	78/12.0	12.1	9.4	12.5	10.8	----	136/1599	865/26.4	21.3	20.5		13.1	83	723	WKCQ-F
3. WSGW	(MOR)	65/10.0	12.3	10.6	10.8	13.3	----	71/785	649/19.8	25.2	19.4		7.9	50	489	WSGW
4. WKQZ-F	(AOR)	53/ 8.2	10.4	8.6	7.8	8.3	----	90/936	576/17.6	19.9	16.3		13.0	82	768	WKQZ-F
5. WTLZ-F	(B)	50/ 7.7	7.8	8.2	3.4	2.5	----	58/597	348/10.6	10.3	9.1		9.5	60	628	WTLZ-F
WHNN-F	(AC)	50/ 7.7	9.2	11.1	11.0	13.7	----	88/1337	702/21.5	25.8	24.2		8.1	51	605	WHNN-F
7. WGER-F	(EZ)	46/ 7.1	7.3	5.6	6.1	6.6	----	51/602	548/16.8	15.6	13.6		6.5	41	498	WGER-F
8. WFDF	(BB)	17/ 2.6	1.4	0.7	1.2	1.6	----	62/659	175/ 5.4	5.7	2.4		1.6	10	125	WFDF
9. WKNX	(BB)	12/ 1.8	2.9	0.8	0.3	1.2	----	20/254	143/ 4.4	5.0	2.9		0.6	4	84	WKNX
10. WJR	(MOR)	11/ 1.7	1.7	2.2	2.2	1.8	----	90/1320	226/ 6.9	8.8	7.1		1.7	11	156	WJR
11. WSAM	(O)	10/ 1.5	1.2	1.5	1.5	2.1	----	10/180	176/ 5.4	6.0	5.4		0.9	6	166	WSAM

12+ FM SHARE (METRO): 78.22% (449 of 574) (SPG 89: 80.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F	1 WSGW	1 WIOG-F>	1 WIOG-F>	1 WIOG-F>>	1 WIOG-F>>	1 WSGW
2 WTLZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKCQ-F	2 WKCQ-F	2 WKCQ-F>	2 WSGW	2 WSGW	2 WKCQ-F>	2 WKCQ-F	2 WIOG-F
3 WKQZ-F	3 WHNN-F	WKCQ-F	3 WHNN-F	3 WHNN-F>	3 WGER-F	3 WKCQ-F>	3 WKCQ-F	3 WSGW	3 WTLZ-F<	3 WKCQ-F
4 WKCQ-F	4 WTLZ-F	WHNN-F>	4 WKQZ-F>	4 WKQZ-F	4 WIOG-F	4 WHNN-F	4 WHNN-F	4 WHNN-F	4 WKQZ-F<	4 WTLZ-F
5	5 WKCQ-F>>	5 WTLZ-F	5 WGER-F<	5 WGER-F	5	5 WTLZ-F	5 WGER-F<	5 WKQZ-F	5 WSGW	WGER-F
6	6 WGER-F	6	6 WTLZ-F	6 WTLZ-F	6	WGER-F<	6 WKQZ-F	6 WGER-F	6	6
7	7	7	7 WSGW	WSGW	7	7 WKQZ-F	7	7 WTLZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F>>	1 WIOG-F>	1 WIOG-F	1 WIOG-F>	1 WIOG-F
2 WKQZ-F>	2 WKQZ-F	2 WHNN-F	2 WHNN-F<	2 WKCQ-F	2 WTLZ-F	2 WKQZ-F>	2 WKQZ-F>	2 WKQZ-F	2 WKCQ-F
3 WHNN-F	WHNN-F>	3 WKQZ-F	3 WKCQ-F	3 WHNN-F>	WKQZ-F>>	3 WTLZ-F	3 WHNN-F	3 WKCQ-F<	3 WKQZ-F
4 WKCQ-F	4 WKCQ-F	4 WKCQ-F>	4 WGER-F	4 WGER-F	4 WHNN-F	4 WHNN-F	4 WKCQ-F>	4 WHNN-F	WHNN-F>
WGER-F>	5	5 WTLZ-F>	5 WKQZ-F	5 WSGW	5 WKCQ-F>	5 WKCQ-F	5 WTLZ-F>>	5 WTLZ-F	5 WTLZ-F
6 WTLZ-F	6	6 WGER-F	6	6	6 WGER-F	6	6 WGER-F>	6	6 WGER-F
7	7	7	7	7	7	7	7	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		145 (2)	145 (2)	25.3	27.3
AOR/CLASSIC	5 (1)	55 (2)	60 (3)	10.5	10.9
AC/OLDIES/SOFT ROCK	15 (2)	56 (3)	71 (5)	12.4	17.6
MOR/VARIETY	93 (3)		93 (3)	16.2	15.3
COUNTRY		90 (3)	90 (3)	15.7	12.0
BLACK/URBAN		50 (1)	50 (1)	8.7	9.4
BEAUTIFUL/EASY		53 (2)	53 (2)	9.2	6.3
NEWS/TALK					
NOSTALGIA	12 (1)		12 (1)	2.1	1.0
RELIGION/GOSPEL					0.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	125 (7)	449 (13)	574 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WLFS-F	100.9	Pinconning/Sag	0.6/2.0/ 5/ 74
WXOX	1250	Bay City	0.8/6.0/ 11/ 279
WCEN-F	94.5	Mt. Pleasant	1.4/2.3/ 28/ 299
WCFX-F	95.3	Clare/Mt Pleasn	0.5/2.0/ 14/ 240
WCRZ-F	107.9	Flint	0.3/2.8/122/1271
WDLZ	1330	Flint	0.8/1.9/ 22/ 292
WGMZ-F	101.7	Tuscola/Flint	1.1/1.6/ 20/ 180
WITL-F	100.7	Lansing	0.5/1.2/ 47/ 515
WWCK-F	105.5	Flint	0.3/2.7/ 92/1234

RADIO STATIONS

WKNX, 1210, 10 KW	, NOSTALGIA	APR ,	$ 10.00 (Patt)		Dana McVay
WSAM, 1400, 1 KW (DA-2)	, OLDIES	ABC D ,	$ 12.00 (Christal)	MacDonald	Ken MacDonald, Jr.
WSGW, 790, 5 KW/1 KW (DA-2)	, MOR/FULL SER.	NBC, MBS,	$ 38.00 (Katz)	Booth	John Casey
WGER-F, 106.3, 3 KW @ 325,	EZ/SOFT AC	MBS,	$ 30.00 (McGuild)		Jack Fitzgerald
WHNN-F, 96.1, 100 KW @ 1020,	AC	UNIULT,	$ 43.00 (Republic)	Liggett	Dan Stewart
WIOG-F, 102.5, 86 KW @ 870,	CHR	ABC C, SOURCE ,	$ 75.00 (Katz)	Booth	John Casey
WKCQ-F, 98.1, 50 KW @ 492,	COUNTRY	ABC D ,	$ 42.00 (Christal)	MacDonald	Ken MacDonald Jr
WKQZ-F, 93.3, 38 KW @ 600,	CHR	APR ,	$ 33.00 (Banner)		
WTLZ-F, 107.1, 2 KW @ 360,	BLACK	SBN ,	$ 22.00 (Roslin)		Jack Lich

WJR - See Detroit, WFDF - See Flint Miscellaneous Comments: WKQZ-F sold to Windward for $2,000,000...

ST. LOUIS

Arbitron Rank/Pop (12+): 15/2,052,400
MSA Rank/Pop: 13/2,491,100
ADI # 18
Average Person Ratings: 18.6
Market TSL: 24.25 hours

Stations: 30/30
Diaries: 2174/944:1/59.8%
Sample Target: 1760
% Below Line: 0.0
% Not Listed: 7.6

1989 Revenue: $69,000,000
HH Inc.: $30,906
Retail $: 17.0 Bil
Pop per Station: 68,413
#1 Biller: KMOX $21,700,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KMOX	(N/T)	734/19.3	16.3	18.8	22.3	21.2	19.2	822/8686	7621/37.1	37.5	39.9		15.6	571	7628	KMOX
2. KSHE-F	(AOR)	330/ 8.7	8.8	8.4	9.3	9.7	8.8	410/5060	4089/19.9	20.0	21.3		11.0	400	4604	KSHE-F
3. KMJM-F	(B)	268/ 7.0	7.9	7.0	7.6	5.7	7.4	273/2571	2428/11.8	11.9	10.3		9.9	362	2934	KMJM-F
4. WKBQ-F	(CHR)	261/ 6.9	6.6	6.7	8.5	6.1	7.2	321/4706	3879/18.9	18.9	17.9		8.1	297	4777	WKBQ-F
5. WIL -F	(C)	244/ 6.4	5.8	5.4	4.4	5.8	5.5	296/3491	2816/13.7	12.6	12.9		6.8	247	2544	WIL -F
6. KYKY-F	(AC)	232/ 6.1	5.3	5.5	5.5	4.7	5.6	247/3987	3760/18.3	15.9	14.5		6.0	220	3059	KYKY-F
7. KEZK-F	(EZ)	210/ 5.5	7.6	9.5	6.4	8.1	7.3	251/3195	2659/13.0	16.7	15.8		4.4	160	1867	KEZK-F
8. KSD -F	(CL AOR)	186/ 4.9	6.7	6.0	4.9	5.1	5.6	204/3320	2993/14.6	16.3	15.0		5.5	199	2775	KSD -F
9. KLOU-F	(O)	135/ 3.5	3.8	4.3	3.5	5.2	3.8	164/2923	2466/12.0	12.9	16.1		3.7	135	2718	KLOU-F
10. KHTK-F	(CHR)	110/ 2.9	2.4	1.0	0.6	0.8	1.7	121/1991	1828/ 8.9	4.9	2.7		4.6	169	2784	KHTK-F
11. WKKX-F	(C)	91/ 2.4	2.5	3.5	1.7	1.8	2.5	105/1697	1432/ 7.0	7.5	6.5		2.7	100	1571	WKKX-F
12. KATZ-F	(B)	77/ 2.0	1.6	1.6	1.1	1.4	1.6	79/1210	1202/ 5.9	4.8	5.7		2.8	101	1557	KATZ-F
13. KFUO-F	(CL)	74/ 1.9	1.6	1.2	2.0	1.6	1.7	77/1338	1192/ 5.8	5.7	5.1		0.8	28	769	KFUO-F
14. KRJY-F	(SAC)	67/ 1.8	2.3	2.5	2.5	2.5	2.3	70/1513	1431/ 7.0	8.5	7.2					KRJY-F
15. KATZ	(B)	62/ 1.6	2.5	2.0	1.6	2.1	1.9	62/900	900/ 4.4	5.0	4.6		2.3	83	893	KATZ
16. WSNL-F	(SAC)	58/ 1.5	1.4	1.5	1.2	0.6	1.4	65/1369	1335/ 6.5	6.5	3.4		2.2	81	1043	WSNL-F
17. WEW	(BB)	57/ 1.5	1.9	1.3	1.3	1.0	1.5	64/880	787/ 3.8	1.9	2.2		0.5	17	237	WEW
18. KUSA	(C)	51/ 1.3	1.3	2.3	1.5	2.0	1.6	111/1906	1192/ 5.8	5.5	5.6		1.5	56	759	KUSA
19.																
20.																

12+ FM SHARE (METRO): 68.19% (2401 of 3521) (SPG 89: 65.18%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKBQ-F>	1 KSHE-F>	1 KSHE-F>	1 KMOX <	1 KMOX	1 KMOX >>	1 KMOX >>	1 KMOX >	1 KMOX >	1 KMOX >>	1 KMOX >>
2 KMJM-F	2 KMJM-F	2 KMOX <	2 KSHE-F	2 KSHE-F	2 KEZK-F<	2 KSHE-F<	2 KSHE-F	2 KSHE-F	2 KMJM-F	2 KMJM-F>
3 KHTK-F>	3 WKBQ-F<	3 KYKY-F	3 KYKY-F	3 KYKY-F<	3 WIL -F>	3 WIL -F	3 KYKY-F	3 WKBQ-F<	3 WKBQ-F<	3 KSHE-F>>
4 KSHE-F	4 KYKY-F<	4 KMJM-F	4 KSD -F	4 WIL -F	4	4 KYKY-F<	4 WIL -F	4 KMJM-F	4 KSHE-F>	4 WIL -F
5	5 KSD -F	5 WKBQ-F<	5 WIL -F	5 KSD -F	5	5 WKBQ-F<	5 KEZK-F	5 KYKY-F<	5	5 KYKY-F
6	6	6 KSD -F	6 KLOU-F	6 KLOU-F	6	6 KSD -F	6 KMJM-F<	6 WIL -F	6	KEZK-F
7	7	7 WIL -F	7 KMJM-F	7 KEZK-F<	7	7 KMJM-F	7 WKBQ-F	7 KSD -F	7	7 WKKX-F
8	8	8	8 WKBQ-F	8 KMJM-F	8	8	8 KSD -F	8	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMJM-F<	1 KYKY-F	1 KYKY-F>	1 KYKY-F>	1 KMOX	1 KSHE-F>	1 KSHE-F>>	1 KSHE-F>	1 KSHE-F>	1 KSHE-F
2 KSHE-F<	2 KMJM-F	2 KMJM-F	2 KMJM-F	2 KYKY-F	2 KMJM-F	2 KSD -F	2 KSD -F>>	2 KMOX	2 KMOX >
3 KYKY-F	3 KSHE-F	3 KSD -F	3 KMOX <	3 KEZK-F<	3 WKBQ-F>>	3 KMJM-F	3 WIL -F<	3 KSD -F	3 KSD -F<
4 WKBQ-F>	4 WKBQ-F>	4 KSHE-F	4 WKBQ-F	4 WIL -F<	4 KSD -F>	4 WKBQ-F	4 KMJM-F	4 KMJM-F	4 WIL -F>
5 KHTK-F>>	5 KSD -F	5 WKBQ-F	5 KSHE-F	5 KLOU-F	5 KYKY-F	5	5 WKBQ-F<	5 WKBQ-F	5 KYKY-F
6	6 KHTK-F	6 WIL -F	6 KLOU-F<	6 KMJM-F	KHTK-F	6	6 KYKY-F	6 KYKY-F	6 KLOU-F
7	7 KRJY-F	7	7 WIL -F	7 WKBQ-F<	7 KMOX	7	KMOX	7 KLOU-F	7 KMJM-F
8	8 WIL -F	8	8 KSD -F	8 KSD -F	8	8	8	8	8
				9 KSHE-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		371 (2)	371 (2)	10.5	6.5
AOR/CLASSIC		516 (2)	516 (2)	14.7	15.9
AC/OLDIES/SOFT ROCK	22 (1)	517 (5)	539 (6)	15.3	15.9
MOR/VARIETY	69 (3)		69 (3)	2.0	0.5
COUNTRY	63 (2)	335 (2)	398 (4)	11.3	11.0
BLACK/URBAN	62 (1)	345 (2)	407 (3)	11.6	10.5
BEAUTIFUL/EASY		210 (1)	210 (1)	6.0	8.6
NEWS/TALK	757 (2)		757 (2)	21.5	23.9
NOSTALGIA	76 (2)		76 (2)	2.2	1.7
RELIGION/GOSPEL	71 (3)	33 (1)	104 (4)	3.0	2.0
SPANISH					
CLASSICAL		74 (1)	74 (1)	2.1	1.7
JAZZ/NEW AGE					0.9
UNKNOWN/OTHERS					0.9
	1120 (14)	2401 (16)	3521 (30)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KGLD	1380	St. Louis	0.6/2.7/ 22/ 555
KIRL	1460	St. Charles/StL	0.4/1.8/ 18/ 384
KLPW	1220	Union/Washngtn	0.3/0.7/ 13/ 153
KSIV	1320	Clayton/St. L.	0.6/1.4/ 21/ 285
KSTZ-F	105.7	Ste. Genve/St.L	0.7/4.6/ 37/1194
KXOK	630	St. Louis	0.6/3.1/ 25/ 715
WBGZ	1570	Alton	0.3/0.7/ 16/ 153
WCBW-F	104.9	Columbia/St. L.	0.9/3.0/ 33/ 640
WESL	1490	E. St. Louis	0.9/2.5/ 33/ 511
WGNU	920	Granite City	0.8/2.1/ 32/ 434
WIBV	1260	Belleville	0.6/2.1/ 25/ 458
WIL	1430	St. Louis	0.5/3.3/ 20/ 693

RADIO STATIONS

AM STATIONS

KATZ,	1600,	5 KW (DA-N)	, BLACK	NBN,	$ 40.00	(K & P)	Interurban	Tracy Lewis
KGLD,	1380,	5 KW/1 KW (DA-2)	, OLDIES	UNIULT,	$ 34.00	(Katz)	Chase	Fran Sharp
KMOX,	1120,	50 KW	, TALK	CBS,	$ 327.00	(CBS)	CBS	Bob Hyland
KSIV,	1320,	5 KW/125 W	, RELIGION	,	$ 18.00	(---)	Bott	John Gruender
KUSA,	550,	5 KW (DA-N)	, COUNTRY OLDIES	MBS,	$ 50.00	(McGuild)	Gannett	Bob Rowe
KXEN,	1010,	50 KW (DAYS, DA)	, RELIGION	,	$ 26.00	(---)	Mid America Gospel	Brian Holmes
KXOK,	630,	5 KW (DA-2)	, TALK	ABC D,	$ 31.00	(Durpetti)		Mike Frishling
WESL,	1490,	1 KW/250 W (DA-1)	, GOSPEL	SBN UNIULT,	$ 25.00	(---)	Willis	Frank Davis
WEW ,	770,	1 KW (DAYS)	, NOSTALGIA	UNISUP UNIULT,	$ 27.00	(---)		Charles Stanley
WIL ,	1430,	5 KW (DA-2)	, NOSTALGIA	ABC I,	$ N/A	(Brown)	Heritage	Dick Williams

FM STATIONS

KATZ,	100.3,	50 KW @ 490,	BLACK	NBN,	$ 37.00	(K & P)	Interurban	Tracy Lewis
KEZK,	102.5,	100 KW @ 1026,	EZ	UNIULT,	$ 91.00	(MMR)	Adams	John Gutbrod
KFUO,	99.1,	100 KW @ 1026,	CLASSICAL	MBS,	$ 47.00	(CMBS)		Bob Thomson
KHTK,	97.1,	100 KW @ 560,	CHR	,	$ 40.00	(Durpetti)		Mike Frishling
KLOU,	103.3,	100 KW @ 920,	OLDIES	CBS,	$ 80.00	(CBS)	CBS	Tom Dorsey
KMJM,	107.7,	100 KW @ 1026,	BLACK	,	$ 97.00	(Christal)	Noble	Linda O'Connor
KRJY,	96.3,	100 KW @ 552,	SOFT AC	NBC UNISUP,	$ 47.00	(Banner)		Richard Miller
KSD ,	93.7,	100 KW @ 860,	CLASSIC AOR	,	$ 100.00	(McGuild)	Gannett	Bob Rowe
KSHE,	94.7,	100 KW @ 1026,	AOR	,	$ 154.00	(HNWH)	Emmis	John Beck
KSTZ,	105.7,	100 KW @ 1376,	CHR	SOURCE,	$ N/A	(Torbet)	(ST. GENEVIEVE)	Tim Tucker
KYKY,	98.1,	90 KW @ 1026,	AC	,	$ 129.00	(MMR)	EZ	Karen Carroll
WCBW,	104.9,	2 KW @ 400,	RELIGION	,	$ 20.00	(---)	Universal	Linda Tiernan
WIL ,	92.3,	100 KW @ 984,	COUNTRY	ABC E,	$ 76.00	(Banner)	Heritage	Dick Williams
WKBQ,	106.5,	90 KW @ 1026,	CHR	,	$ 69.00	(Katz)	Chase	Fran Sharp
WKKX,	104.1,	39 KW @ 500,	COUNTRY	,	$ 40.00	(Roslin)	(JERSEYVILLE, IL)	Shelly Davis
WSNL,	101.1,	44 KW @ 525,	AC	,	$ 40.00	(Torbet)		Ed Murray

Miscellaneous Comments: KSTZ-F changes from AC to CHR (Aug)... WIL-AM changes from Country to Nostalgia (June) . . .

SALINAS-MONTEREY-SANTA CRUZ

Arbitron Rank/Pop (12+): 75/494,900

MSA Rank/Pop: 134/356,700 (Sal-Mont)
ADI # 109 S. Cruz NA
Average Person Ratings: 17.6
Market TSL: 23.75 hours

Stations: 37/22
Diaries: 884/560:1/52.4%
Sample Target: 880
% Below Line: 28.3
% Not Listed: 15.9

1989 Revenue: $12,400,000
HH Inc.: $30,643
Retail $: 3.5 Bil
Pop per Station: 22,495
#1 Biller: KWAV-F $1,900,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KDON-F	(CHR)	104/11.9	10.9	7.1	7.5	11.2	9.3	112/1310	1226/24.8	22.1	28.0		15.5	125	1724	KDON-F
2.	KGO	(T)	59/ 6.8	8.4	7.1	7.4	6.6	7.4	61/775	739/14.9	17.7	16.2		9.5	77	643	KGO
3.	KTOM-AF	(C)	58/ 6.6	6.3	5.3	7.3	6.0	6.4	58/657	643/13.0	13.3	16.2		6.2	41	526	KTOM-AF
4.	KWAV-F	(AC)	45/ 5.2	5.2	5.6	5.0	3.8	5.3	48/637	610/12.3	12.6	14.9		4.3	35	616	KWAV-F
5.	KMBY-F	(AOR)	37/ 4.2	4.7	5.9	5.6	4.8	5.1	37/626	626/12.6	12.6	12.1		7.1	57	732	KMBY-F
6.	KBOQ-F	(CL)	36/ 4.1	3.4	3.4	3.9	2.8	3.7	36/461	461/ 9.3	7.3	7.6		3.8	31	334	KBOQ-F
7.	KWSS-F	(CHR)	35/ 4.0	4.3	5.1	5.3	5.8	4.7	38/749	699/14.1	16.1	20.9		5.8	47	752	KWSS-F
8.	KOCN-F	(SAC)	32/ 3.7	5.5	4.1	2.5	3.8	4.0	32/459	459/ 9.3	9.3	8.4		2.6	21	292	KOCN-F
9.	KBAY-F	(EZ)	29/ 3.3	4.7	4.5	5.1	4.9	4.4	34/482	431/ 8.7	9.1	10.2		2.9	23	284	KBAY-F
10.	KPIG-F	(C)	26/ 3.0	1.7	1.2	4.1	1.0	2.5	26/228	228/ 4.6	4.2	3.5		1.5	12	120	KPIG-F
11.	KXDC-AF	(EZ)	25/ 2.9	2.7	1.7	2.4	2.0	2.4	25/264	264/ 5.3	3.7	4.9		1.1	11	98	KXDC-AF
12.	KCBS	(N/T)	24/ 2.7	3.0	3.1	2.1	2.7	2.7	27/463	418/ 8.4	10.5	8.0		1.5	12	338	KCBS
13.	KNBR	(MOR)	20/ 2.3	1.0	1.3	1.7	2.3	1.6	20/416	395/ 8.0	6.3	8.1		2.0	16	270	KNBR
	KHIP-F	(O)	20/ 2.3	4.1	1.6	2.7	1.4	2.7	21/373	353/ 7.1	6.6	6.6		2.2	18	331	KHIP-F
15.	KLRS-F	(J/NA)	19/ 2.2	1.9	2.7	2.9	2.4	2.4	21/346	339/ 6.8	9.1	9.0		2.7	22	368	KLRS-F
	KRAY-F	(SP)	19/ 2.2	1.8	3.5	1.2	1.2	2.2	19/223	223/ 4.5	5.5	3.9		1.9	15	187	KRAY-F
17.	KOME-F	(AOR)	17/ 1.9	0.5	1.6	1.0	2.0	1.3	17/218	218/ 4.4	5.7	3.9		1.5	12	349	KOME-F
	KOMY	(BB)	17/ 1.9	2.0	1.3	2.3	1.4	1.9	17/236	223/ 4.5	4.5	3.5		1.1	9	254	KOMY
19.	KCTY	(SP)	16/ 1.8	2.2	3.7	2.7	3.1	2.6	16/172	172/ 3.5	7.0	7.5		2.2	18	320	KCTY
20.																	

12+ FM SHARE (METRO): 73.02% (536 of 734) (SPG 89: 73.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F	1 KDON-F	1 KGO >	1 KDON-F	1 KDON-F	1 KDON-F>	1 KDON-F>	1 KGO >>
2 KWSS-F>	2 KMBY-F>	2 KTOM-AF<	2 KTOM-AF<	2 KTOM-AF	2 KTOM-AF>	2 KGO	2 KTOM-AF<	2 KTOM-AF	2 KGO <	2 KMBY-F
3 KCTY	3 KWAV-F<	3 KWAV-F	3 KWAV-F>	3 KWAV-F>	3 KBOQ-F	3 KTOM-AF	3 KWAV-F	3 KWAV-F<	3 KBOQ-F>	KDON-F
4	4 KTOM-AF	4 KMBY-F	4 KOCN-F	4 KGO	4 KCBS	4 KWAV-F>	4 KGO	4 KGO	4 KNBR	4 KLFA-F
5	KWSS-F	5 KOCN-F	5 KMBY-F	KOCN-F	KBAY-F	5 KMBY-F	5 KOCN-F	5 KOCN-F	5 KWSS-F	5 KWAV-F
6	6 KOCN-F	6 KWSS-F	6 KGO	6 KMBY-F	KWAV-F	6	6	6 KMBY-F<	KMBY-F	KTGE
								7 KBOQ-F		KRAY-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KDON-F>	1 KDON-F>>	1 KDON-F>	1 KDON-F>	1 KDON-F
2 KWSS-F>	2 KOCN-F	2 KWAV-F	2 KWAV-F	2 KWAV-F>
3 KOCN-F>	3 KWSS-F	3 KOCN-F>	3 KOCN-F	3 KOCN-F
4 KSJO-F	KWAV-F>	4 KWSS-F	4 KTOM-AF	4 KTOM-AF>
KMEL-F	5 KMBY-F	KMBY-F	KWSS-F	5 KWSS-F
KMBY-F	6	6 KTOM-AF	6	6
KBOQ-F		KRAY-F		

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDON-F	1 KDON-F<	1 KTOM-AF	1 KDON-F	1 KTOM-AF>
2 KMBY-F>>	2 KMBY-F>	2 KMBY-F	2 KMBY-F<	2 KGO
3 KSJO-F	3 KTOM-AF	3 KDON-F	3 KTOM-AF>	3 KDON-F
KOME-F	4 KSJO-F	4 KSJO-F	4 KGO	4 KWAV-F
5 KRAY-F	5 KOME-F	KWAV-F	5 KWAV-F	5 KMBY-F
KPIG-F	6 KWAV-F	6 KGO	6 KOME-F	6
		KHIP-F		

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	5 (1)	146 (3)	151 (4)	20.6	19.4
AOR/CLASSIC		72 (4)	72 (4)	9.8	11.1
AC/OLDIES/SOFT ROCK	10 (2)	104 (5)	114 (7)	15.5	8.8
MOR/VARIETY	24 (2)		24 (2)	3.3	2.5
COUNTRY	10 (1)	74 (2)	84 (3)	11.4	18.3
BLACK/URBAN					
BEAUTIFUL/EASY	4 (1)	50 (2)	54 (3)	7.4	8.0
NEWS/TALK	83 (2)		83 (2)	11.3	10.9
NOSTALGIA	17 (1)		17 (1)	2.3	2.1
RELIGION/GOSPEL	8 (1)		8 (1)	1.1	0.5
SPANISH	37 (4)	27 (2)	64 (6)	8.7	12.4
CLASSICAL		39 (2)	39 (2)	5.3	3.4
JAZZ/NEW AGE		19 (1)	19 (1)	2.6	2.6
UNKNOWN/OTHERS		5 (1)	5 (1)	0.7	
	198 (15)	536 (22)	734 (37)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KDON	1460	Salinas	0.6/2.0/ 5/ 109
KRMC	880	Gonzales/Sal.	0.9/2.2/ 8/ 111
KLAU	1540	Capitola/Mont.	0.8/2.4/ 7/ 120
KLFA-F	93.9	King City/Salns	0.9/1.6/ 8/ 80
KRKC	1490	King City	0.3/1.3/ 3/ 64
KSCO	1080	Santa Cruz/Mntr	0.5/1.8/ 4/ 88
KSUR-F	99.5	Greenfield	0.3/1.2/ 3/ 80
KTGE	1570	Salinas	1.6/3.4/ 14/ 166
KARA-F	105.7	Santa Clara/SJ	0.5/2.5/ 4/ 122
KAZA	1290	Gilroy	0.3/1.4/ 5/ 91
KLOK	1170	San Jose/SF	0.5/1.1/ 4/ 54
KMEL-F	106.1	San Francisco	0.8/2.9/ 8/ 160
KOIT-F	96.5	San Francisco	0.3/1.3/ 3/ 79
KRQR-F	97.3	San Francisco	0.3/1.4/ 3/ 67
KRTY-F	95.3	Los Gatos	0.6/1.6/ 5/ 81
KSJO-F	92.3	San Jose	1.7/5.5/ 18/ 300

RADIO STATIONS

KCTY ,	980,	1 KW/247W (DA-1),	Hispanic		, $ NA	(Lotus)		A. Trevino
KOMY ,	1340,	1 KW ,	Nostalgia	MBS UNISUP,	$13.00	(Radio Time)	(WATSONVILLE)	Phil Rather
KTGE ,	1570,	250 W/8 W ,	Hispanic		, $12.00	(Katz Hisp.)		George Vasquez
KTOM ,	1380,	5 KW (DA-2) ,	see KTOM-F					
KBOQ-F,	92.7,	1 KW @ 567 ,	Classical		, $24.00	(Durpetti)		Michael Dach
KDON-F,	102.5,	19 KW @ 2270 ,	CHR		, $33.00	(Christal)	Henry	Les Isralow
KHIP-F,	93.5,	60 W @ 2238 ,	Oldies	UNISUP UNIULT,	$17.00	(Eastman)	(HOLLISTER)	
KLFA-F,	93.9,	5 KW @ 703 ,	Hispanic		, $12.00	(Caballero)	(KING CITY)	R. Rodriguez
KMBY-F,	107.1,	.9 KW @ 604 ,	AOR		, $31.00	(Banner)		
KOCN-F,	104.9,	1 KW @ 559 ,	Soft AC	MBS UNISUP,	$25.00	(Torbet)		Roger Pasquire
KPIG-F,	107.5,	3 KW @ 335 ,	Country		, $18.00	(Republic)		Les Kesselman
KRAY-F,	103.9,	3 KW @ -135 ,	Hispanic		, $23.00	(Lotus)		Martin Kline
KTOM-F,	100.7,	1 KW @ 2420 ,	Country	ABC E UNIULT,	$37.00	(MMR)	Comm. Service	Dave Benjamin
KWAV-F,	96.9,	18 KW @ 2450 ,	AC	APR,	$41.00	(HNWH)	Buckley	Kathy Baker
KXDC-F,	101.7	.8 KW @ 591 ,	EZ		, $15.00	(K & P)		Judy Currier
KLRS-F,	99.1,	1 KW @ 2618 ,	Jazz/NAC	UNIULT,	$29.00	(Mc-Guild)	Fuller-Jeffrey	Dennis Dalton

Other ranked stations - See San Francisco or San Jose

Misc: KZXR-AM changes to KDON (May) . . .KTOM A/F sold by Comm. Pacific to Magic for $6,250,000 (Grimm)

SALISBURY-OC, MD

Arbitron Rank/Pop (12+): 151/210,600

MSA Rank/Pop: NA

Average Person Ratings: 17.3
Market TSL: 23.50 hours

Stations: 18/17
Diaries: 609/346:1/53.3%
Sample Target: 580
% Below Line: 3.6
% Not Listed: 23.8

1989 Revenue: NA
HH Inc.: NA
Retail $: 1.9 Bil
Pop per Station: 123,882
#1 Biller: NA

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WQHQ-F	(AC)	30/ 8.2	——	9.9	——	4.3	——	42/554	363/17.2		18.3		9.2	34	446	WQHQ-F
2.	WZBH-F	(AOR)	28/ 7.7	——	4.8	——	3.2	——	40/426	275/13.1		11.4		9.4	35	371	WZBH-F
3.	WKHI-F	(CHR)	26/ 7.1	——	12.5	——	18.3	——	32/520	380/18.0		27.3		10.5	39	466	WKHI-F
4.	WGMD-F	(EZ)	25/ 6.8	——	5.3	——	4.3	——	27/266	247/11.7		8.4		4.6	17	210	WGMD-F
5.	WRKE-F	(CHR)	24/ 6.6	——	4.3	——	0.9	——	24/241	241/11.4		10.3		4.0	15	277	WRKE-F
6.	WSBY-F	(O)	22/ 6.0	——	——	——	——	——	27/283	213/10.1		0.0		3.0	11	181	WSBY-F
	WICO-F	(C)	22/ 6.0	——	9.9	——	12.6	——	22/224	224/10.6		15.9		5.4	20	223	WICO-F
8.	WDVH-F	(EZ)	20/ 5.5	——	2.7	——	4.3	——	20/209	193/ 9.2		6.3		3.0	11	234	WDVH-F
9.	WJDY	(B)	18/ 4.9	——	5.1	——	8.0	——	18/175	169/ 8.0		14.0		10.0	37	347	WJDY
10.	WOCQ-F	(CHR)	17/ 4.7	——	10.9	——	13.2	——	18/385	334/15.9		20.8		8.4	31	526	WOCQ-F
11.	WDSD-F	(C)	13/ 3.6	——	2.4	——	1.7	——	38/374	146/ 6.9		7.5		4.0	15	147	WDSD-F
12.	WLVW	(AC)	9/ 2.5	——	1.9	——	3.2	——	9/141	141/ 6.7		7.4		0.3	1	72	WLVW
13.	WOLC-F	(REL)	8/ 2.2	——	2.4	——	3.2	——	13/214	170/ 8.1		6.7		4.6	17	151	WOLC-F
14.	WWTR-F	(AOR)	6/ 1.6	——	2.9	——	5.4	——	6/92	86/ 4.1		6.9		0.8	3	153	WWTR-F
15.																	

12+ FM SHARE (METRO): 88.49% (246 of 278) (SPG 89: 87.17%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKHI-F>>	1 WZBH-F>	1 WZBH-F	1 WSBY-F	1 WQHQ-F	1 WGMD-F	1 WQHQ-F	1 WQHQ-F	1 WZBH-F	1 WKHI-F<	1 WRKE-F
2 WRKE-F>>	2 WRKE-F	2 WSBY-F	WQHQ-F	2 WZBH-F	2 WQHQ-F	WGMD-F	2 WZBH-F	2 WKHI-F	2 WRKE-F>	2 WOCQ-F
3 WOCQ-F	WKHI-F	WQHQ-F	3 WRKE-F	3 WSBY-F	3 WDVH-F	3 WZBH-F	3 WSBY-F	3 WSBY-F<	3 WJDY	WGMD-F
4	4 WOCQ-F	4 WRKE-F	4 WICO-F	4 WRKE-F	4 WICO-F	4 WKHI-F<	4 WDVH-F	4 WQHQ-F<	4 WZBH-F	4
5	5 WQHQ-F	5 WKHI-F	5	5 WICO-F	5 WSBY-F	5 WRKE-F<	5 WGMD-F	5 WRKE-F	5	5
6	6	6	6	6	6	6 WSBY-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZBH-F>	1 WZBH-F	1 WRKE-F	1 WQHQ-F	1 WQHQ-F>	1 WKHI-F>	1 WZBH-F>	1 WZBH-F>>	1 WZBH-F>	1 WZBH-F
2 WKHI-F>	2 WRKE-F	2 WZBH-F	2 WRKE-F	2 WRKE-F	2 WZBH-F>>	2 WKHI-F>	2 WRKE-F>	2 WSBY-F>	2 WSBY-F
3 WWTR-F	3 WQHQ-F	WQHQ-F	3 WZBH-F	3 WJDY	3 WOCQ-F	3 WRKE-F	3 WSBY-F	3 WQHQ-F	3 WQHQ-F>
WSBY-F	WOCQ-F	WOCQ-F>	WSBY-F	4 WSBY-F	WICO-F	WICO-F	WKHI-F	WKHI-F	4 WRKE-F
WRKE-F	5 WKHI-F	5 WJDY >	5 WOCQ-F	WICO-F	WGMD-F	5 WOCQ-F	WICO-F>	5 WICO-F	5 WICO-F
WQHQ-F	6	6	WKHI-F	6	6	6	6	6	6
WOCQ-F>	7		7	7	7	7		7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		67 (3)	67 (3)	24.1	28.9
AOR/CLASSIC		34 (2)	34 (2)	12.2	9.5
AC/OLDIES/SOFT ROCK	9 (1)	57 (4)	66 (5)	23.7	25.0
MOR/VARIETY	2 (1)		2 (1)	0.7	1.3
COUNTRY	3 (1)	35 (2)	38 (3)	13.7	18.1
BLACK/URBAN	18 (1)		18 (1)	6.5	6.3
BEAUTIFUL/EASY		45 (2)	45 (2)	16.2	6.6
NEWS/TALK					1.3
NOSTALGIA					
RELIGION/GOSPEL		8 (1)	8 (1)	2.9	3.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	32 (4)	246 (14)	278 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAFL-F	97.7	Miford/Dover	0.5/4.2/ 32/ 361
WECY-F	98.3	Seaford	0.8/2.2/ 3/ 63
WICO	1320	Salisbury	0.8/3.0/ 3/ 64
WSEA	900	Georgetwn/OcCty	0.5/1.9/ 2/ 66

RADIO STATIONS

WJDY, 1470, 5 KW (DAYS, DA)	, BLACK	NBN	, $ 14.00 (Roslin)		J. Connor
WLVW, 960, 5 KW (DA-2)	, MOR/FULL SERVICE	MBS	, $ N/A (Banner)	HVS	Ron Gillernardo
WDVH-F, 105.5, 2 KW @ 407,	EZ		, $ 17.00 (Republic		
WGMD-F, 92.7, 3 KW @ 300,	BTFL/EZ		, $ N/A (——)	(REHOBOTH BEACH, DE)	Jay Smith
WICO-F, 94.3, 3 KW @ 300,	COUNTRY		, $ 32.00 (Torbet)	Prettyman	Bill Prettyman
WKHI-F, 99.9, 50 KW @ 319,	CHR		, $ N/A (——)		Jim Layton
WQHQ-F, 104.7, 33 KW @ 610,	AC	MBS	, $ N/A (McGuild)	HVS	Ron Gillernardo
WOCQ-F, 103.9, 2 KW @ 328,	CHR	ABC E, UNIPWR	, $ N/A (K & P)		Darryl Nixon
WOLC-F, 102.5, 25 KW @ 500,	RELIGION		, $ N/A (——)	(PRINCESS ANN)	Jim Woodland
WRKE-F, 101.7, 3 KW @ 328,	CHR	NBC	, $ N/A (Banner)	(OCEANVIEW, DE)	Tony Quartarone
WSBY-F, 98.9, 6 KW @ 360,	OLDIES	CBS	, $ N/A (——)		
WZBH-F, 93.5, 11 KW @ 528,	AOR		, $ N/A (Roslin)	Great Scott (GEORGETOWN, DE)	
					Scott Petus

WDSD-F — See Wilmington

Miscellaneous Comments: WLVW-F changes to WDVH-F (Aug. 89)...WSBY to WLVW-A (Aug 89)... WOVU-F changes to WRKE-F (Nov)...WSBY-F signed on in December...

SALT LAKE CITY

Arbitron Rank/Pop (12+): 38/1,004,800	Stations: 32/32	1989 Revenue: $30,500,000
	Diaries: 1361/738:1/60.1%	HH Inc.: $28,337
MSA Rank/Pop: 45/1,075,100 ADI # 41	Sample Target: 1250	Retail $: 7.5 Bil
	% Below Line: 0.0	Pop per Station: 31,400
Average Person Ratings: 16.3	% Not Listed: 8.9	#1 Biller: KSL $4,500,000
Market TSL: 21.50 hours		

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KKAT-F	(C)	139/ 8.5	10.7	10.6	9.1	9.3	9.7	160/2298	1986/19.8	19.9	18.9		12.7	223	1831	KKAT-F
2. KSFI-F	(EZ)	133/ 8.1	9.3	11.3	9.4	7.3	9.5	160/2134	1692/16.8	19.9	18.8		4.8	85	1076	KSFI-F
3. KLZX-AF	(CL AOR)	128/ 7.9	6.1	6.2	3.0	5.0	5.8	134/1640	1500/14.9	12.9	13.4		9.4	158	1219	KLZX-AF
4. KSL	(MOR)	111/ 6.8	8.5	7.8	4.6	6.7	6.9	132/2427	2040/20.3	22.3	22.0		6.0	106	1948	KSL
5. KISN-F	(CHR)	101/ 6.2	7.5	6.8	8.0	7.3	7.1	125/2290	1871/18.6	21.3	23.4		7.7	135	2102	KISN-F
6. KSOP-AF	(C)	92/ 5.6	6.0	6.0	5.6	8.3	5.8	121/1952	1593/15.9	15.4	18.1		5.6	95	1638	KSOP-AF
7. KCPX-F	(CHR)	89/ 5.4	5.8	4.9	6.9	7.2	5.8	101/2045	1719/17.1	18.5	23.0		5.4	95	1804	KCPX-F
8. KRSP-F	(AOR)	68/ 4.2	2.9	2.0	3.7	5.3	3.2	83/1469	1283/12.8	9.4	15.4		6.0	105	1285	KRSP-F
9. KJQN-F	(AOR)	67/ 4.1	2.9	2.0	3.8	2.2	3.2	73/1071	1000/10.0	6.4	6.3		5.2	92	1189	KJQN-F
10. KBER-F	(AOR)	65/ 4.0	3.8	5.8	5.3	5.0	4.7	74/1290	1142/11.4	11.7	9.3		5.8	102	1158	KBER-F
11. KZHT-F	(CHR)	58/ 3.5	2.1	2.3	4.9	2.6	3.2	60/969	913/ 9.1	8.9	8.0		5.2	92	1022	KZHT-F
12. KMGR-F	(AC)	54/ 3.3	4.4	4.1	2.9	2.6	3.7	58/1058	974/ 9.3	9.3	7.4		1.9	33	587	KMGR-F
13. KDYL	(BB)	51/ 3.1	2.4	2.4	2.4	2.3	2.6	52/492	470/ 4.7	4.3	3.8		1.0	17	328	KDYL
14. KALL	(AC)	42/ 2.6	3.7	2.9	2.4	2.4	2.9	42/771	756/ 7.5	9.0	7.8		2.3	41	689	KALL
15. KTKK	(T)	34/ 2.1	2.6	1.3	3.0	1.7	2.3	35/521	503/ 5.0	4.1	3.2		1.7	29	467	KTKK
KLCY-F	(AC)	34/ 2.1	1.7	2.7	2.2	3.7	2.2	52/1062	769/ 7.7	8.2	10.2		2.0	35	531	KLCY-F
17. KLVV-F	(AC)	32/ 2.0	3.5	2.5	2.2	1.2	2.5	34/857	810/ 8.1	9.0	5.0		1.8	31	352	KLVV-F
18. KBCK-F	(C)	28/ 1.7	0.5	——	0.4	0.3	0.7	29/456	424/ 4.2	0.0	1.1		1.6	28	214	KBCK-F
19. KZOL-F	(O)	23/ 1.4	0.9	1.4	2.5	2.2	1.5	26/625	565/ 5.6	6.4	8.7		1.5	26	402	KZOL-F
KUTR	(AC)	23/ 1.4	0.7	1.2	——	0.4	0.8	24/496	475/ 4.7	3.2	2.1		0.9	16	203	KUTR
KSOS-F	(AC)	23/ 1.4	0.6	——	1.1	1.2	0.8	28/479	407/ 4.1	0.0	2.7		0.3	5	158	KSOS-F
22. KISN	(CHR)	22/ 1.3	1.5	1.0	0.7	1.4	1.1	25/725	681/ 6.8	6.3	6.1		0.5	8	333	KISN
23. KRPN-F	(O)	17/ 1.0	1.0	1.3	1.0	0.5	1.1	20/299	264/ 2.6	3.3	2.9		0.6	10	143	KRPN-F
24.																
25.																

12+ FM SHARE (METRO): 77.63% (1159 of 1493) (SPG 89: 78.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KCPX-F	1 KLZX-AF	1 KLZX-AF	1 KLZX-AF	1 KLZX-AF	1 KSFI-F	1 KSL	1 KKAT-F	1 KSFI-F	1 KKAT-F	1 KALL >
2 KZHT-F>	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KKAT-F	2 KSL >	2 KLZX-AF	2 KSFI-F	2 KKAT-F	2 KCPX-F	2 KLZX-F<
3 KRSP-F	3 KISN-F	3 KISN-F	3 KISN-F	3 KISN-F	3 KKAT-F	3 KKAT-F	3 KLZX-AF	3 KLZX-AF	3 KZHT-F	3 KSL
4 KJQN-F	4 KBER-F	4 KCPX-F<	4 KSL <	4 KSFI-F<	4 KDYL	4 KISN-F<	4 KISN-F	4 KSOP-AF	KSFI-F	KKAT-F
5 KISN-F	5 KRSP-F	5 KSOP-AF	5 KSOP-AF	5 KSL <	5 KSOP-AF<	5 KSFI-F	5 KSL <	5 KSL <	KJQN-F<	5 KSOP-F
6	6 KSOP-AF	6 KBER-F<	6 KSFI-F<	6 KSOP-AF	6 KLZX-AF	6 KCPX-F	6 KSOP-AF	6 KISN-F	6 KBER-F<	KCPX-F
7	KJQN-F<	7 KJQN-F	7 KMGR-F	7	7 KALL	7 KALL	7 KCPX-F	KCPX-F<	7 KISN-F	7
8	8 KCPX-F	8 KRSP-F	8 KCPX-F	8	8	8	8	8 KJQN-F	8	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 KKAT-F	1 KKAT-F	1 KLZX-AF	1 KKAT-F	1 KSFI-F
KCPX-F	2 KISN-F	KKAT-F	2 KISN-F	2 KKAT-F
3 KSOP-AF	KCPX-F<	KISN-F	3 KCPX-F<	3 KISN-F
4 KISN-F	4 KSOP-AF	4 KSOP-AF	4 KSOP-AF	4 KSL <
KBER-F	5 KLZX-AF>	5 KCPX-F	5 KSFI-F<	5 KSOP-AF
6 KRSP-F	6 KMGR-F	6 KMGR-F>	6 KLZX-AF	6 KLZX-AF<
7 KLZX-AF	7 KRSP-F	7	7	7 KCPX-F
KZHT-F	KBER-F	8	8	8 KMGR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KJQN-F>	1 KLZX-AF>	1 KLZX-AF>	1 KLZX-AF>	1 KLZX-AF
2 KBER-F	2 KBER-F	2 KKAT-F	2 KKAT-F>	2 KKAT-F>
3 KRSP-F	3 KKAT-F	3 KISN-F	3 KISN-F<	3 KISN-F
4 KZHT-F	KJQN-F	4 KBER-F	4 KJQN-F	4 KSL <
5 KLZX-AF	5 KRSP-F	5 KSOP-AF	KBER-F	5 KSOP-AF>
6 KKAT-F	6 KISN-F>	KRSP-F>	6 KRSP-F	6 KBER-F
KCPX-F>	7 KZHT-F	7	7	7
8	8	8	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	22 (1)	248 (3)	270 (4)	18.1	18.4
AOR/CLASSIC	1 (1)	327 (4)	328 (5)	22.0	19.4
AC/OLDIES/SOFT ROCK	85 (5)	183 (6)	268 (11)	18.0	15.9
MOR/VARIETY	111 (1)		111 (1)	7.4	7.2
COUNTRY	12 (1)	256 (4)	268 (5)	18.0	19.0
BLACK/URBAN					
BEAUTIFUL/EASY	9 (1)	133 (1)	142 (2)	9.5	8.5
NEWS/TALK	34 (1)		34 (1)	2.3	1.8
NOSTALGIA	51 (1)		51 (1)	3.4	2.5
RELIGION/GOSPEL	9 (1)		9 (1)	0.6	2.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		12 (1)	12 (1)	0.8	2.4
UNKNOWN/OTHERS					2.8
	334 (13)	1159 (19)	1493 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KANN	1120	Roy/Ogden	0.5/1.0/ 9/ 145
KBZN-F	97.9	Ogden/Salt Lake	0.7/2.9/ 12/ 325
KFAM	700	N Salt Lake Cit	0.5/2.4/ 11/ 302
KLO	1430	Ogden	0.4/1.4/ 8/ 146
KQOL-F	106.5	Spanish Frk/SL	0.5/2.4/ 9/ 252
KRSP	1060	S Salt Lake	0.4/2.3/ 8/ 238
KSRR	1400	Provo	0.4/1.6/ 12/ 183

RADIO STATIONS

AM STATIONS

KALL,	910,	5 KW/1KW (DA-N)	AC	ABC I MBS,	$29.00	(Eastman)	Hatch	George Hatch
KDYL,	1280,	5 KW/500W (DA-N)	Nostalgia	SMN,	$23.00	(CBS)		Steve Johnson
KISN,	570,	5 KW (DA-1)	CHR		$ NA	(Mc-Guild)		Randy Rogers
KSL ,	1160,	50 KW	MOR/Full Service	CBS,	$80.00	(MMR)	Bonneville	Russ Wood
KTKK,	630,	1 KW/500 W (DA-2)	Talk	ABC T NBC,	$23.00	(K & P)		Stan Bush
KUTR,	1320,	5 KW (DA-1)	AC	MBS,	$19.00	(Katz)	John Price	Wayne Courtney
KBBX,	1600,	5 KW/1 KW (DA-N)	Religion		$ 8.00	(——)	Mid America Gospel	Scott Alexander

FM STATIONS

KBCK,	105.7,	14 KW @ 960	Country		$19.00	(——)	Mid America Gospel	Scott Alexander
KBER,	101.1,	26 KW @ 3740	AOR		$37.00	(Torbet)	(OGDEN)	Nick Terpolli
KBZN,	97.9,	26 KW @ 3740	Jazz/NAC		$18.00	(——)	(OGDEN)	
KCPX,	98.7,	40 KW @ 2933	CHR		$60.00	(Katz)	John Price	Wayne Courtney
KISN,	97.1,	26 KW @ 3740	AC		$65.00	(Mc-Guild)		Randy Rogers
KJQN,	95.5,	100 KW @ 681	AOR		$25.00	(K & P)	(OGDEN)	Tom Greenleigh
KKAT,	101.9,	26 KW @ 3740	Country		$86.00	(Banner)	Apollo (OGDEN)	Dana Horner
KLCY,	94.1,	40 KW @ 3063	AC	ABC E,	$47.00	(Eastman)	Hatch	Jan Bagley
KLVV,	99.5,	40 KW @ 2953	AC		$22.00	(K & P)	(BOUNTIFUL)	Stanley Bush
KLZX,	93.3,	26 KW @ 3740	Classic AOR		$42.00	(Christal)	Citadel	Stuart Stanek
KMGR,	107.5,	45 KW @ 2050	Soft AC	UNISUP UNIULT,	$34.00	(HNWH)	(OREM)	Dean Lindsay
KRPN,	107.9,	67 KW @ 2383	Oldies		$20.00	(——)	(ROY)	Gene Guthrie
KRSP,	103.5,	26 KW @ 3740	AOR	ABC R,	$59.00	(Durpetti)		Alan Hague
KSFI,	100.3,	26 KW @ 3740	EZ		$65.00	(CBS)		Steve Johnson
KSOP,	104.3,	25 KW @ 3640	Country		$48.00	(MMR)		Greg Hilton
KSOS,	106.9,	68 KW @ 2369	AC	UNISUP UNIULT,	$18.00	(Moore)	(BRIGHAM)	Brent Larson
KZHT,	94.9,	48 KW @ 2799	CHR		$32.00	(Durpetti)	(PROVO)	Terry Schmidt
KZOL,	96.1,	55 KW @ 2630	Oldies	UNISUP UNIULT,	$24.00	(HNWH)	(PROVO)	Dennis McCormick

Miscellaneous Comments: KCGL changes calls to KBCK (Jan)...KBCK changes format from REL to COUNTRY...
KKWY changes calls to KBZN (Apr)...KMGR A/F sold for $3,500,000...

SAN ANTONIO

Arbitron Rank/Pop (12+): 36/1,054,000

MSA Rank/Pop: 36/1,343,100
ADI # 43
Average Person Ratings: 18.7
Market TSL: 24.75 hours

Stations: 28/28
Diaries: 1329/793:1/53.6%
Sample Target: 1260
% Below Line: 0.0
% Not Listed: 7.0

1989 Revenue: $38,500,000
HH Inc.: $24,968
Retail $: 7.5 Bil
Pop per Station: 37,642
#1 Biller: KCYY-F $5,500,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KCYY-F	(C)	249/12.6	10.9	10.3	9.0	8.4	10.7	305/3004	2349/22.3	19.7	20.2		11.0	213	2126	KCYY-F
2.	KTFM-F	(CHR)	142/ 7.2	6.9	7.7	6.6	6.0	7.1	150/2171	1989/18.9	23.1	21.3		9.0	174	2690	KTFM-F
3.	KAJA-F	(C)	109/ 5.5	5.9	5.0	5.3	5.6	5.4	121/1800	1592/15.1	14.9	13.8		4.4	85	1158	KAJA-F
4.	KCOR	(SP)	103/ 5.2	6.8	5.1	3.6	5.2	5.2	104/867	844/ 8.0	4.7	7.6		4.3	83	861	KCOR
5.	KSMG-F	(O)	99/ 5.0	5.1	4.5	7.3	6.4	5.5	106/1747	1573/14.9	13.0	17.3		7.0	135	1650	KSMG-F
6.	KISS-F	(AOR)	98/ 5.0	3.7	4.4	5.5	5.1	4.7	117/1600	1387/13.2	13.0	16.0		6.7	130	1658	KISS-F
7.	WOAI	(N/T)	96/ 4.9	5.1	5.7	4.7	6.0	5.1	137/1994	1399/13.3	15.2	14.1		4.8	94	1620	WOAI
8.	KITY-F	(CHR)	94/ 4.8	6.1	6.5	7.6	6.8	6.3	104/1776	1568/14.9	18.4	19.2		8.5	166	2061	KITY-F
9.	KKYX	(C)	83/ 4.2	3.8	4.6	5.1	5.4	4.4	202/2236	1100/10.4	9.6	8.6		3.3	64	753	KKYX
10.	KTSA	(MOR)	81/ 4.1	4.2	4.2	4.2	3.4	4.2	104/1151	719/ 6.8	9.2	9.5		2.2	42	827	KTSA
11.	KZEP-F	(AOR)	79/ 4.0	4.2	3.6	4.2	3.1	4.0	82/1142	1065/10.1	10.3	10.4		3.1	60	825	KZEP-F
	KSAQ-F	(CHR)	79/ 4.0	4.0	4.8	4.4	3.1	4.3	88/1449	1366/13.0	15.3	13.1		6.1	118	1144	KSAQ-F
13.	KQXT-F	(EZ)	77/ 3.9	4.7	4.4	4.2	4.7	4.3	84/1166	1003/ 9.5	10.9	13.1		1.2	23	716	KQXT-F
	KMMX-F	(AC)	77/ 3.9	3.9	5.5	4.5	5.1	4.4	84/1116	1025/ 9.7	12.7	13.9		3.6	70	907	KMMX-F
15.	KONO	(O)	71/ 3.6	3.8	2.5	3.3	3.1	3.3	73/1066	1040/ 9.9	7.6	8.6		3.2	62	601	KONO
16.	KZVE-F	(SP)	55/ 2.8	2.7	2.2	3.0	3.1	2.7	69/715	636/ 6.0	4.2	5.3		1.6	32	642	KZVE-F
17.	KXTN	(SP)	36/ 1.8	1.2	1.2	1.1	3.1	1.3	37/412	395/ 3.7	4.1	5.2		1.9	36	452	KXTN
18.	KFAN-F	(SAC)	31/ 1.6	0.7	2.0	1.7	0.8	1.5	35/823	655/ 6.2	5.6	5.1		0.7	14	258	KFAN-F
19.	KEDA	(SP)	30/ 1.6	1.4	1.6	1.9	2.8	1.6	34/492	474/ 4.5	4.6	3.7		2.4	46	638	KEDA
20.																	

12+ FM SHARE (METRO): 64.80% (1189 of 1835) (SPG 89: 62.25%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KTFM-F<	1 KCYY-F	1 KCYY-F>>	1 KCYY-F>	1 KCYY-F>>	1 KCYY-F>	1 KCYY-F>>	1 KCYY-F>>	1 KCYY-F>	1 KTFM-F	1 KCYY-F>>
2 KITY-F>	2 KISS-F	2 KTFM-F<	2 KSMG-F	2 KSMG-F	2 WOAI	2 KTFM-F	2 KSMG-F	2 KTFM-F	2 KITY-F	2 WOAI
3 KSAQ-F	3 KTFM-F	3 KSMG-F<	3 KAJA-F	3 KAJA-F	3 KTSA	3 KCOR <	3 KTFM-F<	3 KAJA-F	3 KISS-F	KTFM-F
4	4 KZEP-F	4 KAJA-F<	4 KTFM-F<	4 KTFM-F	4 KKYX	4 KKYX <	4 WOAI	4 KSMG-F<	4 KCYY-F	4 KZEP-F
5	5 KMMX-F	5 KISS-F	5 KZEP-F	5 KZEP-F	5 KCOR	5 WOAI	KAJA-F<	5 KISS-F<	KCOR <	5 KTSA
6	6 KSMG-F	6 KZEP-F<	6 KMMX-F	6 KMMX-F	6 KAJA-F	6 KSMG-F	6 KQXT-F	6 KITY-F	6 KSAQ-F	KSAQ-F
7	7 KSAQ-F	7 KMMX-F	7	7 KONO	7	KAJA-F	7 KCOR	7	7 WOAI	KCOR
8	KAJA-F	8	8	KCOR	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KCYY-F>	1 KCYY-F>	1 KCYY-F	1 KCYY-F>>	1 KCYY-F>>	1 KISS-F>>	1 KISS-F>	1 KISS-F<	1 KCYY-F	1 KCYY-F>
2 KMMX-F	2 KTFM-F	2 KTFM-F	2 KTFM-F	2 KSMG-F	2 KZEP-F	2 KZEP-F	2 KZEP-F	2 KISS-F	2 KAJA-F<
3 KTFM-F	3 KMMX-F	3 KSMG-F>	3 KSMG-F	3 KTFM-F	3 KAJA-F	3 KCYY-F>	3 KCYY-F>	3 KZEP-F<	3 KSMG-F
KITY-F	4 KSMG-F	4 KZEP-F	4 KMMX-F	4 KAJA-F	4 KSAQ-F	4 KTFM-F	4 KTFM-F	4 KAJA-F	4 KZEP-F<
5 KSAQ-F>	5 KITY-F<	5 KMMX-F>	5 KAJA-F	5 KMMX-F	KITY-F	KAJA-F	5 KSMG-F	5 KSMG-F	5 WOAI
6 KISS-F>>	6 KSAQ-F	6 KCOR	6 KSAQ-F	KCOR	6 KSJL	6 KSMG-F<	6 KMMX-F	6 KTFM-F	6 KISS-F
7	7 KZEP-F	7 KISS-F	7 KITY-F	7 KTSA	KCYY-F	7 KMMX-F	KCOR	7	7 KTFM-F
8	8	KAJA-F	8	8 KONO	8 KTFM-F>>	8	8	8	KONO

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	21 (1)	315 (3)	336 (4)	18.3	11.8
AOR/CLASSIC		177 (2)	177 (2)	9.6	8.8
AC/OLDIES/SOFT ROCK	87 (3)	207 (3)	294 (6)	16.0	17.0
MOR/VARIETY	81 (1)		81 (1)	4.4	4.2
COUNTRY	83 (1)	358 (2)	441 (3)	24.0	20.7
BLACK/URBAN					7.6
BEAUTIFUL/EASY		77 (1)	77 (1)	4.2	5.0
NEWS/TALK	96 (1)		96 (1)	5.2	7.2
NOSTALGIA					
RELIGION/GOSPEL	26 (1)		26 (1)	1.4	1.6
SPANISH	218 (6)	55 (1)	273 (7)	14.9	16.1
CLASSICAL					
JAZZ/NEW AGE	25 (1)		25 (1)	1.4	
UNKNOWN/OTHERS	9 (1)		9 (1)	0.5	
	646 (16)	1189 (12)	1835 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBUC	830	Cibolo	0.4/1.4/ 7/ 148
KCHL	1480	San Antonio	1.3/1.8/ 25/ 194
KFHM	1160	San Antonio	0.8/1.8/ 17/ 228
KGNB	1420	New Braunfels	0.5/1.1/ 9/ 124
KISS	930	Terrill Hills	0.5/1.4/ 15/ 188
KSAH	720	Universal City	1.3/2.8/ 51/ 407
KSJL	760	San Antonio	1.1/2.6/ 23/ 318
KSLR	630	San Antonio	1.3/4.3/ 28/ 542
KWED	1580	Seguin	0.3/1.0/ 7/ 119

RADIO STATIONS

AM STATIONS

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KCHL, 1480, 2.5 KW (DAYS,DA)  , BLACK                        , $  24.00 (McGuild)                          John Hiatt
KCOR, 1350,   5 KW (DA-N)     , HISPANIC                     , $  69.00 (Katz Hisp.)     Tichenor          Jimmy Jiminez
KEDA, 1540,   5 KW/1 KW (DA-N), HISPANIC                     , $  26.00 (Caballero)                        Albert Davila
KKYX,  680,  50 KW/10 KW(DA-N), COUNTRY              ABC I , $  50.00 (Katz)            New City          Hugh Barr
KONO,  860,   5 KW/1 KW       , OLDIES       NBC, UNIULT , $  29.00 (Christal)        Booth/Genesis     Susan Hoffman

KSAH,  720,  10 KW/1 KW (DA-2), HISPANIC                     , $  22.00 (Caballero)                        Dennis Roberts
KSJL,  760,  50 KW/1 KW (DA-1), AOR                SMN, NBC , $  16.00 (Eastman)         Inner City        Charles Andrews
KSLR,  630,   5 KW (DA-2)     , RELIGION                     , $  17.00 (——)             Salem             Bob Lepine
KTSA,  550,   5 KW (DA-N)     , MOR/NOSTALGIA          MBS , $  28.00 (Banner)                           Joe Ernest
KXTN, 1310,   5 KW/280 W(DA-1), HISPANIC                     , $  26.00 (Lotus)            TK                Joanne Lynch
WOAI, 1200,  50 KW            , NEWS/TALK              CBS , $  84.00 (Christal)         Clear Channel     Bill Hill
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FM STATIONS

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KAJA,  97.3, 100 KW @  984, COUNTRY                      , $  59.00 (Christal)          Clear Channel     Bob Cohen
KCYY, 100.3, 100 KW @  984, COUNTRY                      , $  95.00 (Katz)              New City          Hugh Barr
KFAN, 101.1, 100 KW @  620, SOFT AC             UNISUP , $  24.00 (Eastman)           Waldon   (FREDICKSBURG) Norbert Fritz
KISS,  99.5, 100 KW @ 1111, OLDIES              SOURCE , $  57.00 (MMR)               Adams             Rick Jopple
KITY,  92.9, 100 KW @ 1016, CHR                          , $  53.00 (Christal)          Booth/Genesis     Susan Hoffman
KMMX, 106.7, 100 KW @ 1016, SOFT AC                      , $  55.00 (McGuild)                             John Hiatt

KQXT, 101.9, 100 KW @  672, EZ                           , $  52.00 (Group W)           Westinghouse      Bill Legrand
KSAQ,  96.1, 100 KW @  481, CHR             NBC, RADRAD, $  42.00 (Eastman)           Inner City        Charles Andrews
KSMG, 105.3, 100 KW @ 1249, OLDIES                       , $  61.00 (CBS)               Rusk              Caroline Devine
KTFM, 102.7, 100 KW @  672, CHR                          , $  60.00 (Banner)                              Joe Ernest
KZEP, 104.5, 100 KW @  662, AOR                    MBS , $  54.00 (Torbet)            Lotus             Jay Levine
KZVE, 107.5, 100 KW @ 1470, HISPANIC                     , $  42.00 (Lotus)             TK                Joanne Lynch
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Miscellaneous Comments: KFHM sold for $650,000 (Riley)...KISS-F changes from AOR to OLDIES (July)...

SAN DIEGO

Arbitron Rank/Pop (12+): 16/2,046,800

MSA Rank/Pop: 15/2,402,800
ADI # 24
Average Person Ratings: 17.5
Market TSL: 23.25 hours

Stations: 38/31
Diaries: 1852/1105:1/47.6%
Sample Target: 1740
% Below Line: 4.4
% Not Listed: 8.7

1989 Revenue: $84,300,000
HH Inc.: $31,832
Retail $: 17.6 Bil
Pop per Station: 66,025
#1 Biller: KFMB $10,000,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA* 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KKLQ-AF	(CHR)	335/ 9.3	10.3	9.0	9.6	8.8	9.6		4454/21.8	21.2	22.3		14.4	465	5979	KKLQ-AF
2.	KSON-AF	(C)	267/ 7.5	6.6	5.7	6.1	7.0	6.5		3221/15.7	12.4	14.4		8.5	273	2643	KSON-AF
3.	KGB -F	(AOR)	256/ 7.1	6.1	7.0	5.0	8.8	6.3		3196/15.6	16.4	16.0		7.1	228	2772	KGB -F
4.	KFMB	(MOR)	239/ 6.7	4.6	4.2	8.3	6.7	5.9		3372/16.5	11.8	17.8		5.1	164	2217	KFMB
5.	KSDO	(N/T)	205/ 5.7	6.0	4.9	6.2	6.0	5.7		2302/11.2	11.4	12.9		3.7	120	2182	KSDO
6.	XTRA-F	(AOR)	173/ 4.8	4.3	4.8	5.6	4.6	4.9		2891/14.1	13.3	14.3		6.6	214	2524	XTRA-F
7.	KFMB-F	(AC)	172/ 4.8	4.5	4.1	5.4	5.7	4.7		3234/15.8	14.7	18.7		4.9	158	2433	KFMB-F
8.	KJQY-F	(EZ)	157/ 4.4	5.3	6.5	5.4	6.6	5.4		1935/ 9.5	10.7	13.3		3.9	125	1147	KJQY-F
9.	KIFM-F	(J)	142/ 4.0	4.2	3.7	3.5	3.1	3.8		1861/ 9.1	9.0	10.7		4.0	130	1803	KIFM-F
10.	KYXY-F	(AC)	133/ 3.7	5.0	4.3	3.6	3.6	4.2		2125/10.4	10.3	10.2		3.3	105	1579	KYXY-F
11.	KCBQ-F	(AC)	129/ 3.6	2.6	2.1	3.2	2.5	2.9		2110/10.3	7.4	11.8		3.8	124	1688	KCBQ-'
12.	KPOP	(BB)	121/ 3.4	4.8	4.4	3.0	2.5	3.9		1380/ 6.7	7.9	6.9		1.5	49	842	KPOP
13.	KKYY-F	(AC)	108/ 3.0	4.2	3.2	3.1	3.5	3.4		1923/ 9.4	10.0	9.3		2.9	92	1519	KKYY-F
14.	KFSD-F	(CL)	106/ 3.0	4.3	3.9	3.0	2.6	3.6		1495/ 7.3	9.5	6.9		2.7	86	1163	KFSD-F
15.	KSDO-F	(AOR)	91/ 2.5	2.0	1.7	2.0	1.9	2.0		1674/ 8.2	7.5	6.9		2.5	82	2061	KSDO-F
16.	KGMG-F	(AOR)	76/ 2.1	1.3	2.1	2.3	1.8	1.9		1105/ 5.4	5.8	5.1		1.5	49	1156	KGMG-F
17.	XHTZ-F	(AOR)	69/ 1.9	0.8	1.4	1.9	1.1	1.5		1578/ 7.7	6.6	7.4		3.0	97	1075	XHTZ-F
18.	KNX	(N/T)	50/ 1.4	1.5	1.6	1.1	1.6	1.4		1178/ 5.8	5.4	6.4		0.7	24	583	KNX
19.	KCBQ	(AC)	49/ 1.4	1.2	1.3	0.6	0.5	1.1		743/ 3.6	3.4	2.1		0.8	25	550	KCBQ
20.	XLTN-F	(SP)	42/ 1.2	1.1	1.4	0.6	1.3	1.1		476/ 2.3	2.4	2.6		0.6	20	409	XLTN-F
21.	XHRM-F	(B)	41/ 1.1	1.3	3.3	3.2	3.2	2.2		1259/ 6.2	8.2	8.5		3.1	100	1920	XHRM-F
22.	XTRA	(N/T)	37/ 1.0	1.2	1.6	1.1	0.8	1.2		1070/ 5.2	7.2	4.5		0.6	19	665	XTRA
23.	XEMO	(SP)	36/ 1.0	0.8	0.9	0.6	0.3	0.8		448/ 2.2	2.3	1.7					XEMO
24.																	
25.																	

*San Diego's Metro and TSA are the same

12+ FM SHARE (METRO): 72.35% (2365 of 3269) (SPG 89: 74.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKLQ-AF	1 KGB -F	1 KGB -F	1 KSON-AF	1 KSON-AF	1 KFMB	1 KKLQ-AF	1 KSDO <	1 KKLQ-AF	1 KFMB	1 KGB -F>>
2	2 KKLQ-AF>	2 KKLQ-AF	2 KGB -F	2 KGB -F<	2 KSDO	2 KSON-AF	2 KSON-AF<	2 KSON-AF	2 KKLQ-AF>	2 KKLQ-F
3	3 XTRA-F	3 KSON-AF	3 KKLQ-AF	3 KKLQ-AF	3 KSON-AF	3 KSDO	3 KKLQ-AF<	3 KGB -F	3 KGB -F>	3 KFMB <
4	4 KFMB-F<	4 XTRA-F<	4 KFMB-F	KIFM-F<	4 KJQY-F	4 KGB -F	4 KGB -F	4 KFMB <	4 KSON-AF<	4 KJQY-F
5	5 KSDO-F>	5 KFMB-F	5 KYXY-F	5 KFMB <	5 KPOP >	5 KFMB-F	5 KJQY-F	5 KFMB-F	5 XTRA-F>	5 KSDO
6	6 KKYY-F	6 KYXY-F	KIFM-F	6 KFMB-F	6 KIFM-F	KFMB >	6 KFMB-F	6 XTRA-F	6 KSDO	6 KSON-F
7	7 KYXY-F	7 KIFM-F<	7 KFMB	7 KYXY-F	7 KFSD-F	7 XTRA-F	7 XTRA-F	7 KJQY-F	KJQY-F	7 KNX
8	8 KGMG-F>>	8 KFMB <	KCBQ-F	8 KCBQ-F	8 KCBQ-F	8 KJQY-F	8 KYXY-F<	8 KSDO	KIFM-F	8 KPOP
9	9 KSDO	9 KCBQ-F	9	9	9	9	9 KFMB <	KIFM-F	9 KFMB-F	9
10	10	10 KKYY-F	10	10	10	10	10 KIFM-F	10	10	10

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKLQ-AF>>	1 KKLQ-AF>	1 KYXY-F	1 KKLQ-AF	1 KYXY-F	1 KGB -F>>	1 KGB -F>	1 KGB -F>	1 KGB -F>	1 KGB -F
2 KGB -F	2 KYXY-F	2 KFMB-F	2 KYXY-F<	2 KSON-AF	2 XTRA-F	2 KKLQ-AF	2 KKLQ-AF>	2 KKLQ-AF	2 KSON-AF
3 XTRA-F	3 KGB -F	3 KKLQ-AF	3 KSON-AF	3 KIFM-F	3 KKLQ-AF>	3 XTRA-F>	3 KSON-AF<	3 XTRA-F	3 KFMB
4 KKYY-F	KFMB-F	4 KIFM-F	4 KFMB-F	4 KFMB-F	4 KGMG-F	4 KSON-AF<	4 KFMB-F	4 KSDO-F	4 KKLQ-AF>
5 XHTZ-F	5 KSON-AF<	5 KSON-AF	5 KKYY-F	5 KKLQ-AF	5 KSDO-F	5 KGMG-F<	5 XTRA-F	5 KFMB	5 KCBQ-F<
6 KSON-AF>	6 KKYY-F<	6 KKYY-F	6 KIFM-F	6 KKYY-F	6 KSON-AF	6 KFMB-F	KFMB	6 KFMB-F	6 KIFM-F
7 KFMB-F	7 XTRA-F>	7 KGB -F	KGB -F	7 KCBQ-F	7 KFMB-F	7 KSDO-F	7 KGMG-F	7 KGMG-F	7 KFMB-F
8 KYXY-F	8 KIFM-F	8 XTRA-F	8 XTRA-F	8 KFMB	8 KKYY-F	8 KFMB	KCBQ-F>	8 KCBQ-F>>	8 XTRA-F
9 XHRM-F	9	9	9	9	9 XHRM-F	9 KCBQ-F	9 KSDO-F	9 KSDO	9 KSDO
10	10	10	10	10	10	10	KIFM-F	10	10

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	22 (1)	330 (2)	352 (3)	10.8	16.9	KCEO	1000	Vista	0.5/2.1/ 17/ 428
AOR/CLASSIC	33 (1)	685 (6)	718 (7)	22.0	18.4	KGMG	1320	Oceanside	0.9/1.3/ 33/ 266
AC/OLDIES/SOFT ROCK	49 (1)	577 (6)	626 (7)	19.1	11.9	KKOS-F	95.9	Carlsbad	0.6/1.7/ 21/ 347
MOR/VARIETY	239 (1)		239 (1)	7.3	7.4	KOWF-F	92.1	Escondido/SD	0.6/1.9/ 5/ 157
COUNTRY	35 (1)	252 (2)	287 (3)	8.8	8.2	KPRZ	1210	San Marcos/SD	0.4/1.7/ 13/ 340
BLACK/URBAN		41 (1)	41 (1)	1.3	3.5	KSPA	1450	Escondido/SD	0.1/0.8/ 5/ 157
BEAUTIFUL/EASY		157 (1)	157 (1)	4.8	7.6	XHKY-F	95.7	Tijuana/SD	0.6/1.6/ 20/ 318
NEWS/TALK	323 (4)		323 (4)	9.9	13.9				
NOSTALGIA	121 (1)		121 (1)	3.7	0.9	KBIG-F	104.3	Los Angeles	0.4/0.9/ 14/ 174
RELIGION/GOSPEL	11 (1)		11 (1)	0.3	0.7	KBRT	740	Avalon	0.3/0.8/ 11/ 162
SPANISH	36 (1)	42 (1)	78 (2)	2.4	1.8	KFI	640	Los Angeles	0.9/3.2/ 31/ 660
CLASSICAL		106 (1)	106 (1)	3.2	2.9	KLOS-F	95.5	Los Angeles	0.6/1.9/ 20/ 387
JAZZ/NEW AGE		142 (1)	142 (1)	4.3	5.5	KLVE-F	107.5	Los Angeles	0.4/0.8/ 13/ 171
UNKNOWN/OTHERS	35 (3)	33 (2)	68 (5)	2.1	0.5	KPWR-F	105.9	Los Angeles	0.5/1.4/ 17/ 293
	904 (15)	2365 (23)	3269 (38)						

RADIO STATIONS

AM STATIONS

KCBQ,	1170,	50 KW/1.5 KW (DA-2),	Oldies		$ NA	(HNWH)	Adams	Dan Carell
KFMB,	760,	5 KW (DA-N)	Full Service	CBS,	$180.00	(Mc-Guild)	Midwest TV	Paul Palmer
KPOP,	1360,	5 KW/1 KW	Nostalgia	NBC, UNISUP,	$ 40.00	(Katz)	Brown	Tom Baker
KSDO,	1130,	10 KW (DA-2)	News/Talk	ABC I,	$130.00	(Durpetti)	Gannett	Mike Shields
XTRA,	690,	50 KW (DA-2)	Talk	ABC E, CNN,	$ 40.00	(MMR)	Noble	

KSON and KKLQ are basically simulcast with their FM stations.

FM STATIONS

KCBQ,	105.3,	29 KW @ 620	Oldies	UNIULT,	$ 85.00	(HNWH)	Adams	Dan Carell
KFMB,	100.7,	30 KW @ 620	AC		$105.00	(Mc-Guild)	Midwest TV	Paul Palmer
KFSD,	94.1,	100 KW @ 641	Classical		$ 75.00	(HNWH)	Lotus	Russ Haberle
KGB ,	101.5,	50 KW @ 500	AOR		$170.00	(Katz)	Brown	Tom Baker
KGMG,	102.1,	10 KW @ 980	Classic AOR	SOURCE	$ 50.00	(Banner)	(OCEANSIDE)	Steve Jacobs
KIFM,	98.1,	28 KW @ 640	Jazz		$ 86.00	(CBS)		Bruce Walton
KJQY,	103.7,	36 KW @ 578	EZ		$ 90.00	(Group W)	Westinghouse	Bert Wahlen
KKLQ,	106.5,	50 KW @ 440	CHR		$175.00	(Christal)	Edens	Bob Bolinger
KKYY,	94.9,	22 KW @ 702	AC		$ 80.00	(Republic)		Carolyn Howe
KMLO,	107.1,	3 KW @ 300	Soft AC		$ 40.00	(---)	(FALLBROOK)	Bob Jacobson
KSDO,	102.9,	32 KW @ 617	Classic AOR		$ 68.00	(Durpetti)		Mike Shields
KSON,	97.3,	50 KW @ 440	Country		$135.00	(Banner)	Jeff-Pilot	Mike Stafford
KYXY,	96.5,	41 KW @ 540	AC		$ 70.00	(HNWH)		Jim Price
XHRM,	92.5,	50 KW @ 350	Black	ABC F,	$ 48.00	(K & P)	(TIJUANA)	
XLTN,	104.5,	57 KW @ 677	Hispanic		$ 40.00	(Katz Hisp)	(TIJUANA)	Peter Moore
XTRA,	91.1,	100 KW @ 688	AOR		$ 98.00	(MMR)	Noble (TIJUANA)	

Miscellaneous Comments: KJQY-F sold by Command to Legacy 2 for $20,000,000 (Americom)... KVSD changes call letters to KCEO (Feb)...

SAN FRANCISCO

Arbitron Rank/Pop (12+): 4/5,017,400

MSA Rank/Pop: 28/1,620,200 (San Fran)
ADI # 5 22/2,026,200 (Oakland)
Average Person Ratings: 17.3
Market TSL: 23.00 hours

Stations: 50/49
Diaries: 3959/1267:1/50.6%
Sample Target: 2720
% Below Line: 0.4
% Not Listed: 11.4

1989 Revenue: $173,200,000
HH Inc.: $37,970
Retail $: 39.9 Bil
Pop per Station: 102,395
#1 Biller: KGO $21,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KGO	(N/T)	539/ 6.2	7.4	8.2	7.6	7.0	7.3	673/9734	7672/15.3	19.8	17.1		6.6	576	6768	KGO
2. KMEL-F	(CHR)	471/ 5.4	5.5	4.9	4.8	5.6	5.2	524/7941	6976/13.9	13.4	15.4		8.4	727	7745	KMEL-F
3. KOIT-AF	(AC)	431/ 5.0	5.2	4.8	4.0	4.9	4.8	441/6736	6351/12.7	13.1	13.3		4.0	342	3568	KOIT-AF
4. KFRC	(BB)	399/ 4.6	4.2	3.6	3.1	3.5	3.9	473/6454	5361/10.7	9.4	9.3		2.8	242	2594	KFRC
5. KNBR	(MOR)	395/ 4.6	2.5	3.7	5.0	3.5	4.0	503/8718	6527/13.0	13.2	12.0		2.4	212	3469	KNBR
6. KCBS	(N/T)	373/ 4.3	4.9	6.1	5.3	4.6	5.2	458/8212	6763/13.5	20.1	15.2		4.3	371	5647	KCBS
7. KIOI-F	(AC)	278/ 3.2	3.7	2.6	3.6	3.9	3.3	285/5491	5296/10.6	9.8	11.2		3.9	336	4469	KIOI-F
8. KSOL-F	(B)	274/ 3.2	2.7	2.9	3.0	2.7	3.0	279/4464	4289/ 8.5	8.4	8.9		3.8	334	4229	KSOL-F
9. KSAN-F	(C)	263/ 3.0	2.4	2.6	2.7	3.4	2.7	273/3699	3511/ 7.0	7.3	8.7		2.8	244	2730	KSAN-F
10. KSFO	(O)	235/ 2.7	1.3	2.0	2.9	2.4	2.2	249/5149	4722/ 9.4	8.2	9.5		1.9	163	2464	KSFO
11. KXXX-F	(CHR)	234/ 2.7	2.7	2.7	2.7	2.8	2.7	239/4781	4593/ 9.2	9.7	10.2		2.9	249	3941	KXXX-F
12. KRQR-F	(AOR)	227/ 2.6	2.9	2.9	2.9	3.0	2.8	248/4653	2464/ 8.5	7.8	8.9		3.6	312	4208	KRQR-F
13. KDFC-AF	(CL)	226/ 2.6	2.5	2.6	2.3	2.3	2.5	234/3896	3708/ 7.4	7.6	7.3		2.0	167	2269	KDFC-AF
14. KFOG-F	(AOR)	223/ 2.6	2.0	2.0	2.1	2.0	2.2	235/4173	3911/ 7.8	7.3	7.2		2.6	226	3044	KFOG-F
15. KKSF-F	(J/NA)	209/ 2.4	2.7	2.7	2.8	2.3	2.7	211/3369	3275/ 6.5	6.3	7.2		2.4	206	3186	KKSF-F
16. KKHI-AF	(CL)	197/ 2.3	2.2	1.9	2.1	2.0	2.1	203/3388	3267/ 6.5	6.2	5.6		16.7	19	2284	KKHI-AF
17. KABL-AF	(EZ)	185/ 2.1	3.8	4.6	3.6	4.5	3.5	196/4222	3994/ 8.0	10.9	9.9		1.7	143	3045	KABL-AF
18. KBAY-F	(EZ)	173/ 2.0	2.6	2.0	2.1	2.0	2.2	204/2692	2178/ 4.3	4.3	4.8		1.6	138	1487	KBAY-F
19. KDIA	(B)	164/ 1.9	1.4	1.3	1.0	1.1	1.4	165/1758	1753/ 3.5	3.1	3.1		1.5	129	1313	KDIA
20. KBLX-F	(J/NA)	159/ 1.8	2.5	1.9	1.9	2.3	2.0	162/2756	2695/ 5.4	5.6	6.4		2.5	215	3220	KBLX-F
21. KIQI	(SP)	157/ 1.8	0.9	0.9	0.8	1.2	1.1	157/1553	1517/ 3.0	1.9	2.0		1.1	96	1560	KIQI
22. KYA -F	(O)	144/ 1.7	1.4	1.1	1.5	1.7	1.4	148/2778	2679/ 5.3	4.8	5.9		1.9	164	1710	KYA -F
23. KITS-F	(AOR/CHR)	134/ 1.5	2.3	1.8	2.3	2.7	2.0	138/2636	2523/ 5.0	6.4	7.2		2.9	249	3148	KITS-F
24. KSJO-F	(AOR)	131/ 1.5	1.4	1.1	1.1	1.1	1.3	156/2790	2431/ 4.8	4.1	4.2		1.6	140	2308	KSJO-F
25. KOME-F	(AOR)	130/ 1.5	2.3	2.0	1.6	2.0	1.9	149/2622	2355/ 4.7	4.4	5.2		2.6	222	2723	KOME-F
26. KHQT-F	(CHR)	124/ 1.4	1.6	1.2	1.7	1.2	1.5	125/2109	2087/ 4.2	3.9	4.2		2.4	204	2321	KHQT-F
27. KBRG-F	(SP)	112/ 1.3	0.8	1.5	1.1	0.8	1.2	114/1221	1201/ 2.4	2.1	1.8		1.3	114	1280	KBRG-F
28. KJAZ-F	(J)	103/ 1.3	0.8	1.1	1.3	0.7	1.1	106/1668	1560/ 3.1	3.6	2.3		0.9	77	1475	KJAZ-F
29. KNEW	(C)	98/ 1.1	1.8	1.5	1.1	1.4	1.4	102/1600	1508/ 3.0	3.9	4.0		1.2	100	1224	KNEW
30. KEZR-F	(AC)	89/ 1.0	1.1	0.8	1.0	1.2	1.0	94/1718	1672/ 3.3	3.0	3.4		0.9	80	1113	KEZR-F
31. KARA-F	(AC)	76/ 0.9	1.3	1.1	1.4	1.3	1.2	81/1417	1264/ 2.5	3.6	3.9		1.2	100	1030	KARA-F
32.																
33.																
34.																

12+ FM SHARE (METRO): 62.38% (4785 of 7671) (SPG 89: 64.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KMEL-F	1 KMEL-F>	1 KMEL-F<	1 KOIT-AF	1 KOIT-AF>	1 KGO	1 KGO	1 KGO	1 KGO <	1 KNBR >	1 KGO >
2 KXXX-F>	2 KRQR-F<	2 KOIT-AF>	2 KMEL-F	2 KMEL-F	2 KFRC	2 KCBS >	2 KOIT-AF<	2 KMEL-F	2 KMEL-F>	2 KNBR
3 KSOL-F>	3 KOIT-AF<	3 KIOI-F	3 KIOI-F	KGO <	3 KCBS	3 KMEL-F<	3 KFRC	3 KOIT-AF	3 KSOL-F<	3 KCBS
4 KHQT-F	4 KFOG-F<	4 KFOG-F<	4 KNBR	4 KNBR	4 KNBR	4 KOIT-AF	4 KMEL-F	4 KFRC	4 KGO	4 KFRC
5	5 KIOI-F	5 KRQR-F	KGO	5 KIOI-F<	5 KOIT-AF>	5 KNBR	5 KIOI-F<	5 KCBS <	5 KSFO	5 KBLX-F
6	6 KSOL-F>	6 KSOL-F<	6 KSAN-F	6 KSAN-F	6 KDFC-AF<	KFRC >	6 KSAN-F	6 KIOI-F<	6 KOIT-AF	6 KMEL-F<
7	7 KXXX-F	7 KNBR <	KKSF-F	7 KKSF-F	7 KSAN-F<	7 KSAN-F	KCBS <	7 KNBR	7 KFRC <	7 KOIT-F
8	8 KITS-F<	8 KGO	8 KSFO	8 KSFO	8 KKHI-AF<	KIOI-F	8 KFOG-F	8 KSFO <	8 KXXX-F	8 KNEW
9	9 KSJO-F	9 KSAN-F	KFOG-F	9 KFOG-F	9 KSFO	KFOG-F	9 KRQR-F<	9 KSOL-F	9 KCBS	KDIA
10	10 KOME-F	10 KKSF-F	10 KRQR-F	10 KRQR-F	10 KBAY-F	10 KXXX-F	10 KDFC-AF	10 KRQR-F	10 KDFC-AF	10 KSOL-F
	KNRB			KCBS					KKSF-F	
									12 KKHI-AF	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMEL-F>	1 KMEL-F>	1 KMEL-F	1 KOIT-AF	1 KOIT-AF>	1 KMEL-F	1 KMEL-F	1 KRQR-F<	1 KMEL-F	1 KNBR
2 KSOL-F<	2 KIOI-F	2 KOIT-AF	2 KMEL-F	2 KIOI-F	2 KFOG-F	2 KRQR-F<	2 KNBR	2 KNBR	2 KGO
3 KITS-F	3 KOIT-AF	KIOI-F>	3 KIOI-F>	3 KMEL-F>	3 KRQR-F	3 KFOG-F>	KMEL-F	3 KRQR-F<	3 KOIT-AF
4 KIOI-F	4 KSOL-F	4 KBLX-F	4 KSOL-F	4 KGO <	4 KXXX-F	4 KSJO-F<	4 KFOG-F<	4 KOIT-AF	4 KSAN-F
5 KOIT-AF	5 KRQR-F	5 KRQR-F	5 KFOG-F	5 KSAN-F	5 KHQT-F	5 KNBR	5 KOIT-AF	KFOG-F	5 KKSF-F
6 KXXX-F	6 KITS-F<	KFOG-F	6 KRQR-F	6 KBLX-F<	6 KSJO-F	6 KOME-F	KGO	6 KGO	6 KSFO
7 KHQT-F	7 KFOG-F	7 KKSF-F	KKSF-F	7 KKSF-F	KOME-F	7 KOIT-AF	7 KSJO-F	7 KSFO	KMEL-F
8 KRQR-F>	8 KBLX-F	8 KSOL-F	KBLX-F	KDIA	8 KSOL-F	8 KXXX-F	8 KOME-F	8 KSAN-F	8 KRQR-F
9 KSJO-F	9 KKSF-F	9 KSAN-F	9 KSAN-F	9 KFOG-F<	9 KITS-F>	KSOL-F	9 KSOL-F<	9 KSJO-F	9 KFOG-F
10 KFOG-F	10 KXXX-F	KEZR-F	10	10 KNBR	10 KBRG-F	10 KGO	10 KIOI-F	KKSF-F	10 KIOI-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		1100 (7)	1100 (7)	14.3	12.6	KAZA	1290	Gilroy	0.8/0.7/ 80/ 453
AOR/CLASSIC		711 (4)	711 (4)	9.3	12.6	KEAR-F	106.9	San Francisco	0.6/1.5/ 55/ 863
AC/OLDIES/SOFT ROCK	356 (4)	1094 (8)	1450 (12)	18.9	20.4	KEEN	1370	San Jose	0.7/1.3/ 58/ 690
MOR/VARIETY	395 (1)		395 (1)	5.1	3.9	KFAX	1100	San Francisco	0.6/1.0/ 50/ 948
COUNTRY	155 (2)	263 (1)	418 (3)	5.4	6.7	KHTT-F	92.9	Healdsbrg/SnRsa	0.4/1.4/ 38/ 783
BLACK/URBAN	164 (1)	274 (1)	438 (2)	5.7	4.2	KLIV	1590	San Jose	0.6/1.2/ 51/ 612
BEAUTIFUL/EASY	44 (1)	314 (2)	358 (3)	4.7	7.2	KLOK	1170	San Jose/SF	0.8/2.2/ 71/1204
NEWS/TALK	912 (2)		912 (2)	11.9	12.8	KOFY	1050	San Mateo/SF	0.7/2.7/ 66/1411
NOSTALGIA	449 (2)		449 (2)	5.9	4.7	KOFY-F	98.9	San Francisco	0.4/2.4/ 36/1224
RELIGION/GOSPEL	50 (1)	49 (1)	99 (2)	1.3	0.7	KRTY-F	95.3	Los Gatos	0.5/1.5/ 48/ 832
SPANISH	292 (3)	112 (1)	404 (4)	5.3	2.9	KWSS-F	94.5	Gilroy	0.8/3.5/108/2588
CLASSICAL	69 (2)	354 (2)	423 (4)	5.5	4.8	KZST-F	100.1	Santa Rosa	0.5/1.3/ 57/ 705
JAZZ/NEW AGE		471 (3)	471 (3)	6.1	5.8				
UNKNOWN/OTHERS		43 (1)	43 (1)	0.6	0.7	KSFM-F	102.5	Woodland	0.4/1.5/208/3629
	2086 (19)	4785 (31)	7671 (50)						

RADIO STATIONS

AM STATIONS

KABL	960	5 KW (DA-1)	EZ/SOFT AC	UNISUP	$ N/A	(Christal)	Shamrock		Mike Grinsell
KCBS	740	50 KW (DA-2)	NEWS/TALK	CBS	$ 230.00	(CBS)	CBS		Frank Oxarart
KDIA	1310	5 KW (DA-1)	BLACK		$ 50.00	(---)			Aleta Carpenter
KEST	1450	1 KW	TALK/RELIGION		$ 40.00	(---)	Douglas		Alan Schultz
KFAX	1100	50 KW (DA-1)	RELIGION		$ 40.00	(---)	Salem		Bob Dunker
KFRC	610	5 KW	NOSTALGIA	MBS, UNISUP	$ 70.00	(Republic)	RKO		Phil Lerza
KGO	810	50 KW	NEWS/TALK	ABC I	$ 340.00	(Banner)	Cap. Cities/ABC		Mike Luckoff
KIQI	1010	10 KW/500W (DA-1)	HISPANIC		$ 58.00	(Caballero)			Rene DeLaRosa
KNBR	680	50 KW	FULL SERVICE	NBC	$ 189.00	(Eastman)	Susquehanna		Tony Salvardore
KNEW	910	5 KW (DA-N)	COUNTRY		$ 70.00	(McGuild)	Malrite		
KDBK	1050	50 KW/1 KW (DA-2)	OLDIES		$ 50.00	(K & P)	Viacom	(SAN MATEO)	Andi Pollsky
KSFO	560	5 KW (DA-N)	OLDIES	UNIPWR	$ 105.00	(MMR)	King		Ken Dennis

FM STATIONS

KABL	98.1	100 KW @ 960	EZ/SOFT AC	UNISUP	$ 150.00	(Christal)	Shamrock		Mike Grinsell
KBLX	102.9	7 KW @ 1290	JAZZ/URBAN		$ 130.00	(HNWH)	Inner City		Harvey Stone
KBRG	104.9	3 KW @ 300	HISPANIC		$ 55.00	(Katz Hisp)		(FREMONT)	Carlos Durharte
KDFC	102.1	33 KW @ 1050	CLASSICAL		$ 79.00	(CMBS)			Ed Davis
KFOG	104.5	8 KW @ 1452	AOR	SOURCE	$ 110.00	(Eastman)	Susquehanna		Tony Salvadore
KIOI	101.3	125 KW @ 1162	AC		$ 175.00	(Durpetti)	Fairmont		Nick Marnell
KITS	105.3	15 KW @ 1200	CHR/AOR	ABC F	$ 140.00	(Republic)	Entercom		Ed Krampf
KKHI	95.7	7 KW @ 1290	CLASSICAL		$ 77.00	(HNWH)	Buckley		Bruce Beche
KJAZ	92.7	2 KW @ 397	JAZZ		$ 80.00	(Roslin)		(ALAMEDA)	Ian Epstein
KKSF	103.7	8 KW @ 1470	JAZZ/NAC		$ 147.00	(Banner)	Brown		Dave Kendrick
KMEL	106.1	69 KW @ 1290	CHR		$ 190.00	(Christal)	Century		Paulette Williams
KOFY	98.9	6 KW @ 1355	AC		$ 70.00	(K & P)	Viacom		Paul Wilensky
KOIT	96.5	33 KW @ 1410	SOFT AC		$ 175.00	(Torbet)	Bonneville		Chuck Tweedle
KRQR	97.3	82 KW @ 1100	AOR	CBS	$ 150.00	(CBS)	CBS		Carl Dickens
KSAN	94.9	30 KW @ 1207	COUNTRY		$ 160.00	(McGuild)	Malrite		Bruce Blevins
KSOL	107.7	9 KW @ 1162	BLACK	APR	$ 135.00	(MMR)	United		Scott Fey
KXXX	99.7	45 KW @ 1241	CHR		$ 100.00	(McGuild)	Emmis		Jim Smith
KYA	93.3	50 KW @ 492	OLDIES		$ 95.00	(MMR)	King		Ken Dennis

OTHER MAJOR STATIONS — SEE SAN JOSE

Miscellaneous Comments: KOFY changes calls to KDBK and simulcasts with KDBQ in San Jose (Aug)...

SAN JOSE

Arbitron Rank/Pop (12+): 29/1,211,400

MSA Rank/Pop: 31/1,448,300
San Francisco ADI
Average Person Ratings: 16.5
Market TSL: 22.00 hours

Stations: 46/17
Diaries: 1442/840:1/47.7%
Sample Target: 1400
% Below Line: NA
% Not Listed: NA

1989 Revenue: $29,400,000
HH Inc.: $44,492
Retail $: 11.4 Bil
Pop per Station: 71,258
#1 Biller: KOME-F $4,800,000

	12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1.	KBAY-F	(EZ)	131/ 6.5	7.0	6.2	6.3	6.6	6.5	199/2510	1489/12.3	12.3	14.2	5.1	106	1404	KBAY-F
2.	KHQT-F	(CHR)	105/ 5.2	6.2	4.5	6.2	4.1	5.5	125/2109	1673/13.8	14.2	14.1	8.6	181	1951	KHQT-F
3.	KOME-F	(AOR)	78/ 3.9	6.8	4.8	4.8	5.0	5.1	143/2444	1355/11.2	12.5	13.2	8.0	167	1643	KOME-F
4.	KEZR-F	(AC)	74/ 3.7	3.8	3.1	3.7	4.4	3.6	93/1682	1398/11.5	10.5	11.4	3.3	70	961	KEZR-F
5.	KSJO-AF	(AOR)	72/ 3.6	4.0	2.2	3.4	3.9	3.3	147/2531	1400/11.6	10.6	12.3	4.3	91	1327	KSJO-AF
	KARA-F	(AC)	72/ 3.6	4.8	4.2	5.2	5.2	4.4	81/1372	1106/ 9.1	12.9	13.3	4.3	91	844	KARA-F
7.	KWSS-F	(CHR)	65/ 3.2	2.2	3.5	4.2	4.4	3.3	107/2478	1514/12.5	13.1	13.2	3.1	64	1357	KWSS-F
8.	KAZA	(SP)	63/ 3.1	0.7	1.7	0.4	0.8	1.5	77/445	340/ 2.8	2.6	1.7	0.8	16	274	KAZA
9.	KEEN	(C)	50/ 2.5	1.8	1.3	2.3	3.4	2.0	56/640	454/ 3.7	4.2	5.5	1.6	33	462	KEEN
10.	KDFC-AF	(CL)	39/ 1.9	1.9	1.9	2.0	1.4	1.9	101/1850	700/ 5.8	7.9	5.1	1.0	22	335	KDFC-AF
11.	KRTY-F	(C)	35/ 1.7	0.4	1.1	1.3	1.3	1.1	47/821	625/ 5.2	4.3	6.7	1.3	28	600	KRTY-F
12.	KLIV	(BB)	24/ 1.2	1.7	1.9	1.3	2.3	1.5	51/599	422/ 3.5	5.2	5.8	1.4	30	417	KLIV
13.	KLOK	(SP)	23/ 1.1	0.7	2.4	1.2	1.1	1.4	43/842	440/ 3.6	4.1	2.9	1.7	35	506	KLOK
14.	KNTA	(SP)	19/ 0.9	0.6	1.7	0.4	0.8	0.9	19/266	261/ 2.2	2.4	2.0	0.8	16	312	KNTA
15.	KLRS-F	(J/NA)	9/ 0.4	0.8	0.6	0.6	0.9	0.6	31/707	312/ 2.6	2.4	3.1	0.8	17	241	KLRS-F

12+ FM SHARE (METRO): NA (SPG 89: NA)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHQT-F>>	1 KHQT-F	1 KOME-F	1 KOME-F	1 KBAY-F	1 KBAY-F>>	1 KBAY-F	1 KBAY-F	1 KBAY-F	1 KHQT-F>	1 KBAY-F>
2 KWSS-F	2 KOME-F	2 KEZR-F	KEZR-F	2 KEZR-F<	2 KEEN >	2 KHQT-F	2 KEZR-F	2 KHQT-F	2 KBAY-F>	2 KOME-F
3	3 KSJO-AF<	KARA-F<	3 KBAY-F	3 KOME-F	3 KAZA	3 KOME-F<	KARA-F	3 KSJO-AF<	3 KWSS-F>	3 KHQT-F
4	4 KARA-F	4 KHQT-F	KARA-F	4 KARA-F	4 KDFC-AF<	4 KEZR-F	4 KOME-F	4 KOME-F	4 KOME-F	4 KSJO-F
5	5 KEZR-F	5 KSJO-AF	5 KAZA	5 KAZA	5 KEZR-F	KARA-F	5 KSJO-AF<	5 KARA-F	5 KSJO-AF	KEZR-F
6	6 KWSS-F	6	6 KSJO-AF	6 KSJO-AF	6 KARA-F	6 KWSS-F	6 KHQT-F	6 KWSS-F	6 KEZR-F	6
								KEZR-F		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHQT-F>>	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KEZR-F	1 KHQT-F>	1 KOME-F>	1 KOME-F>	1 KOME-F	1 KOME-F
2 KWSS-F	2 KHQT-F	2 KARA-F>>	2 KARA-F>	2 KARA-F	2 KOME-F	2 KHQT-F	2 KSJO-AF	2 KSJO-AF	2 KBAY-F
3 KSJO-AF	3 KARA-F	3 KWSS-F	3 KHQT-F	3 KBAY-F	3 KSJO-AF	3 KSJO-AF>	3 KAZA >	3 KHQT-F	3 KSJO-AF
KEZR-F	4 KWSS-F>	4 KAZA	4 KWSS-F<	4 KAZA >	4 KWSS-F	4 KARA-F	4 KARA-F	4 KBAY-F	4 KAZA
5 KARA-F>>	5 KSJO-AF	5 KHQT-F	5 KBAY-F	5 KWSS-F	5 KARA-F>>	5 KAZA	5 KBAY-F	5 KAZA	5
6	6	6	6 KAZA	6	6	6 KWSS-F	6	KARA-F	6

OTHER RATED STATIONS METRO SHARE/ CUME RATING

See San Francisco for more about the following stations:

KABL	--/ .9	KIQI	1.1/ 1.7	KOIT-F	2.2/ 7.2
KABL-F	.5/ 3.5	KITS-F	2.3/ 6.2	KRQR-F	.5/ 3.7
KBLX-F	1.8/ 4.5	KKHI	--/ .6	KSAN-F	1.9/ 5.6
KBRG-F	1.8/ 3.6	KKHI-F	1.6/ 5.1	KSFO	1.2/ 5.4
KCBS	4.8/14.1	KKSF-F	1.8/ 5.3	KYA -F	1.0/ 4.4
KFAX	.4/ 2.0	KMEL-F	2.3/ 8.3	KSOL-F	1.7/ 6.1
KFOG-F	1.7/ 5.7	KNBR	3.5/10.2	KXXX-F	2.8/ 8.6
KFRC	1.3/ 5.1	KOFY	1.2/ 2.6	KDON-F	.3/ 1.4
KGO	7.8/17.6	KOFY-F	.3/ 1.0	KMPG	.6/ .8
KIOI-F	2.1/ 9.6	KOIT	.2/ 1.2		

RADIO STATIONS

KAZA, 1290, 5 KW (DAYS,DA) , HISPANIC	CRC,	$ 35.00	(Caballers)		Veronica Yanez
KEEN, 1370, 5 KW (DA-2) , COUNTRY	UPI,	$ 40.00	(MMR)		Chris Snell
KLIV, 1590, 5 KW (DA-N) , NOSTALGIA	,	$ 40.00	(Eastman)	Empire	Vince Qopopolo
KLOK, 1170, 5 KW (DA-2) , HISPANIC	,	$ 38.00	(Katz Hisp)		Carlos Duharte
KNTA, 1430, 1 KW (DA-1) , HISPANIC	,	$ 39.00	(Lotus)		Gene Hogan
KSJX, 1500, 10 KW/5 KW (DA-2) , BUSINESS NEWS	,	$ 25.00	(Katz)	Naragansett	Mark Dunkin
KARA-F, 105.7, 50 KW @ 497, AC	,	$ 85.00	(Eastman)	Empire	Bob Kieve
KBAY-F, 100.3, 14 KW @ 2582, EZ/BTFL	,	$ 85.00	(MMR)		Steve Snell
KEZR-F, 106.5, 50 KW @ 430, AC	,	$ 69.00	(Christal)		John Levitt
KHQT-F, 97.7, 1.6 KW @ 449, CHR	,	$ 55.00	(HNWH)	Anaheim	Tim Sullivan
KOME-F, 98.5, 12 KW @ 881, AOR	,	$ 100.00	(Torbet)	Infinity	Jim Hardy
KRTY-F, 95.3, .4 KW @ 860, COUNTRY	,	$ 45.00	(Republic)	Crown	Joe Heslet
KSJO-F, 92.3, 50 KW @ 467, AOR	ABC R,	$ 65.00	(Katz)	Narragansett	Mark Dunkin
KWSS-F, 94.5, 1.5 KW @ 2580, CHR	,	$ 70.00	(McGuild)	Nationwide	Dave Samp
KLRS-F, 99.1, 1 KW @ 2618, JAZZ/NAC	UNIULT,	$ 45.00	(McGuild)	Fuller-Jeffrey (SANTA CRUZ)	Dennis Dalton

Miscellaneous Comments: KLRS-F sold by Fuller-Jeffrey to Viacom for $5,750,000 (LaRue)
KSJO/KSJX-F sold by Naragansett to Harold Frank for $6,500,000 (Mahlman)...
KLRS changes calls to KDBQ and simulcasts with KDBK in San Francisco; changes format from JAZZ/NAC to AC (August)...

SARASOTA-BRADENTON

Arbitron Rank/Pop (12+): 86/409,500
MSA Rank/Pop: 164/268,000 (Sarasota)
211/191,400 (Brad.) Tampa ADI
Average Person Ratings: 16.4
Market TSL: 22.25 hours

Stations: 26/10
Diaries: 825/496:1/54.0%
Sample Target: 800
% Below Line: 44.2
% Not Listed: 17.8

1989 Revenue: $7,100,000
HH Inc.: $25,041
Retail $: 4.3 Bil
Pop per Station: 40,950
#1 Biller: WSRZ-F $2,200,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WDUV-F	(EZ)	128/19.1	----	22.2	----	17.2	----	133/1292	1218/29.7		29.2					WDUV-F
2. WYNF-F	(AOR)	54/ 8.1	----	8.8	----	7.9	----	62/658	532/13.0		15.3					WYNF-F
3. WFLZ-F	(CHR)	51/ 7.6	----	5.7	----	3.6	----	55/669	581/14.2		13.7					WFLZ-F
4. WWRM-F	(SAC)	40/ 6.0	----	4.1	----	2.5	----	40/545	536/13.1		8.8					WWRM-F
5. WAMR	(BB)	33/ 4.9	----	3.8	----	5.4	----	36/400	338/ 8.3		7.7					WAMR
6. WSRZ-F	(CHR)	25/ 3.7	----	7.5	----	10.0	----	25/438	438/10.7		17.3					WSRZ-F
7. WFLA	(N/T)	24/ 3.6	----	3.5	----	4.8	----	24/303	291/ 7.1		8.7					WFLA
WHVE-F	(J/NA)	24/ 3.6	----	3.1	----	4.1	----	31/488	410/10.0		9.6					WHVE-F
9. WQYK-F	(C)	19/ 2.8	----	1.9	----	1.3	----	19/256	242/ 5.9		4.9					WQYK-F
10. WCTQ-F	(CHR)	17/ 2.5	----	4.1	----	3.2	----	18/224	202/ 4.9		6.0					WCTQ-F

12+ FM SHARE (METRO): 78.58% (433 of 551) (SPG 89: 78.27%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F>	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F>	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>>	1 WDUV-F>>	1 WDUV-F>	1 WDUV-F>>
2 WSRZ-F>>	2 WFLZ-F>>	2 WFLZ-F>	2 WWRM-F	2 WWRM-F	2 WAMR <	2 WYNF-F>	2 WYNF-F	2 WFLZ-F	2 WFLZ-F>	2 WAMR
3	3 WSRZ-F	3 WWRM-F<	3 WHVE-F	3 WFLZ-F	3 WWRM-F	3 WFLZ-F	3 WFLZ-F	3 WYNF-F	3 WWRM-F	3 WTKN
4	4 WUSA-F	4 WHVE-F	4 WFLZ-F	WHVE-F	4	WAMR	4 WFLA <	4 WWRM-F	4 WAMR	WFLA
5	5	5	5 WDUV-F	5 WDUV-F	5	5	5 WWRM-F	5	5 WYNF-F	5
									6 WSRZ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYNF-F	1 WYNF-F	1 WYNF-F>	1 WYNF-F	1 WWRM-F	1 WFLZ-F>>	1 WYNF-F>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F>>
WFLZ-F	2 WFLZ-F	2 WFLZ-F	2 WWRM-F	2 WYNF-F	2 WUSA-F>>	2 WFLZ-F>>	2 WFLZ-F	2 WFLZ-F>	2 WFLZ-F
WSRZ-F>	3 WSRZ-F>	3 WSRZ-F	3 WFLZ-F	3 WDUV-F	3 WYNF-F>	3 WUSA-F	3 WXTB-F	3 WHVE-F	WFLA
4 WYUU-F>	4 WYUU-F>	4 WYUU-F	4 WSRZ-F	4 WSRZ-F	4 WRBQ-F>>	4	WQYK-F	4 WUSA-F	WHVE-F
5 WKXY >>	5 WWRM-F	WWRM-F	5 WYUU-F	5 WYUU-F	5	5	WHVE-F	5	5
	WHVE-F	WHVE-F		WHVE-F					

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		109 (5)	109 (5)	19.8	17.7
AOR/CLASSIC		64 (2)	64 (2)	11.6	11.7
AC/OLDIES/SOFT ROCK	4 (1)	89 (6)	93 (7)	16.9	8.1
MOR/VARIETY					
COUNTRY		19 (1)	19 (1)	3.4	6.7
BLACK/URBAN					
BEAUTIFUL/EASY		128 (1)	128 (1)	23.2	27.1
NEWS/TALK	50 (4)		50 (4)	9.1	12.9
NOSTALGIA	64 (5)		64 (5)	11.6	7.7
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					0.6
JAZZ/NEW AGE		24 (1)	24 (1)	4.4	3.8
UNKNOWN/OTHERS					3.7
	118 (10)	433 (16)	551 (26)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBRD	1420	Bradenton	1.3/3.7/ 9/ 165
WEEJ-F	100.1	Pt. Charlotte	0.4/1.4/ 8/ 148
WENG	1530	Englewood	0.9/1.3/ 7/ 106
WKXY	930	Sarasota	0.6/2.0/ 4/ 83
WQSA	1220	Sarasota/Bradnt	0.9/3.3/ 6/ 149
WINK-F	96.9	Fort Myers	1.5/5.7/ 31/ 451
WKII	1090	Pt. Charlt	0.7/2.0/ 20/ 172
WLFF	680	St. Petersburg	2.1/2.5/ 14/ 101
WNLT-F	95.7	Clearwater/Tmpa	1.5/6.9/ 10/ 281
WOLZ-F	95.3	Ft. Myers/Napls	0.9/1.6/ 19/ 183
WRBQ-F	104.7	Tampa	0.9/4.9/ 6/ 220
WSUN	620	St.Pete/Tampa	1.8/6.7/ 14/ 320
WTKN	570	Pinellas Pk/Tmp	0.7/3.9/ 5/ 177
WUSA-F	100.7	Tampa	2.4/6.6/ 16/ 271
WXTB-F	97.9	Clearwater/Tmpa	1.5/4.8/ 10/ 198
WYUU-F	92.5	Safety Harbor	2.1/6.0/ 15/ 268

RADIO STATIONS

WAMR ,	1320,	5 KW/1 KW (DA-2),	Nostalgia	NBC UNISUP, $18.00	(K & P)		Ron Kight
WBRD ,	1420,	2.5 KW/1 KW (DA-2),	Talk	SUN ABC T, $16.00	(Christal)		Bob Nelson
WCTQ-F,	92.1,	3.3 KW @ 295 ,	Country	NBC, $18.00	(K & P)		Ron Kight
WDUV-F,	103.3,	100 KW @ 576 ,	Btfl/EZ	MBS, $70.00	(Christal)		Bob Nelson
WSRZ-F,	106.3,	3 KW @ 300 ,	CHR	, $40.00	(Eastman)	Wilks-Schwartz	Hank Kestenbaum

Other ranked stations — See Tampa Miscellaneous Comments: WRSZ sold by Wilkes-Schwartz to Dick Harris for $250,000...

SAVANNAH

Arbitron Rank/Pop (12+): 148/214,900	Stations: 17/15	1989 Revenue: $8,900,000
	Diaries: 710/303:1/48.8%	HH Inc.: $24,950
MSA Rank/Pop: 177/246,400	Sample Target: 580	Retail $: 1.9 Bil
ADI # 102	% Below Line: 2.7	Pop per Station: 14,326
Average Person Ratings: 17.3	% Not Listed: 10.8	#1 Biller: WCHY-F $1,700,000
Market TSL: 23.0 hours		

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WEAS-F	(B)	68/18.3	----	18.3	----	21.7	----	86/784	563/26.2		25.6		21.2	79	750	WEAS-F
2. WCHY-F	(C)	54/14.6	----	15.4	----	12.9	----	95/1015	474/22.1		20.7		13.9	52	464	WCHY-F
3. WSOK	(B)	45/12.1	----	10.5	----	12.6	----	49/433	408/19.0		18.1		11.3	42	532	WSOK
4. WIXV-F	(AOR)	42/11.3	----	8.9	----	9.1	----	88/795	362/16.8		16.0		13.7	51	521	WIXV-F
5. WZAT-F	(CHR)	34/ 9.2	----	10.5	----	14.5	----	93/1214	435/20.2		27.0		10.2	38	517	WZAT-F
6. WAEV-F	(AC)	26/ 7.0	----	8.6	----	6.2	----	60/879	423/19.7		18.0		4.8	18	262	WAEV-F
7. WJCL-F	(EZ)	17/ 4.6	----	7.8	----	7.5	----	30/418	242/11.3		15.6		4.8	18	190	WJCL-F
8. WYKZ-F	(AC)	9/ 2.4	----	1.1	----	2.9	----	13/282	206/ 9.6		6.7		2.4	9	137	WYKZ-F
WLOW-F	(BB)	9/ 2.4	----	1.1	----	----	----	19/216	119/ 5.5		2.6		1.6	6	122	WLOW-F
10. WGCO-F	(O)	8/ 2.2	----	----	----	----	----	32/448	136/ 6.3		0.0		2.9	11	160	WGCO-F
11. WIZA	(GOSP)	7/ 1.9	----	0.8	----	----	----	7/103	97/ 4.5		2.4		0.3	1	40	WIZA

12+ FM SHARE (METRO): 81.87% (271 of 331) (SPG 89: 83.58%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WZAT-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WEAS-F	1 WCHY-F	1 WSOK <	1 WCHY-F<	1 WEAS-F	1 WEAS-F>>	1 WEAS-F>
WEAS-F>>	2 WIXV-F>>	2 WIXV-F	2 WIXV-F	2 WCHY-F	2 WSOK >	2 WEAS-F	2 WEAS-F	2 WIXV-F<	2 WZAT-F	2 WSOK
3	3 WCHY-F	3 WCHY-F	3 WCHY-F<	3 WIXV-F	3 WEAS-F	3 WCHY-F	3 WIXV-F	3 WCHY-F>	3 WSOK	WCHY-F
4	4 WAEV-F>	4 WAEV-F	4 WAEV-F	4 WAEV-F<	4 WJCL-F>	4 WIXV-F	4 WSOK	4 WZAT-F	4 WCHY-F>	4
5	5 WZAT-F<	5 WSOK	5 WSOK	5 WSOK	5 WAEV-F	5	5 WAEV-F<	5 WAEV-F	5	5
6	6 WSOK	6 WZAT-F	6	6	6	6	6 WZAT-F	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WEAS-F>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F>	1 WEAS-F		1 WEAS-F	1 WIXV-F>	1 WIXV-F>>	1 WIXV-F	1 WIXV-F
2 WZAT-F	2 WAEV-F	2 WAEV-F	2 WCHY-F	2 WSOK		2 WIXV-F>>	2 WEAS-F>>	2 WEAS-F>	2 WEAS-F>	2 WCHY-F<
WCHY-F>	3 WCHY-F	3 WCHY-F	WAEV-F	WCHY-F		3 WCHY-F>	3 WCHY-F>	3 WAEV-F	3 WCHY-F>	3 WEAS-F>
4 WIXV-F	4 WZAT-F	4 WSOK	4 WSOK >	4 WAEV-F>		4 WZAT-F	4 WSOK	4 WIZA	4 WAEV-F	4 WAEV-F>
WAEV-F>>	WIXV-F	WIXV-F	5 WZAT-F	5 WIXV-F		WSOK	WAEV-F	WCHY-F	5 WZAT-F	5
6	6	6 WZAT-F>	WIXV-F	6		6	6	6	WSOK	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		36 (2)	36 (2)	10.9	13.4
AOR/CLASSIC		42 (1)	42 (1)	12.7	9.9
AC/OLDIES/SOFT ROCK		45 (4)	45 (4)	13.6	13.7
MOR/VARIETY					
COUNTRY	2 (1)	54 (1)	56 (2)	16.9	17.3
BLACK/URBAN	47 (2)	68 (1)	115 (3)	34.7	32.5
BEAUTIFUL/EASY		17 (1)	17 (1)	5.1	8.7
NEWS/TALK	2 (1)		2 (1)	0.6	
NOSTALGIA	2 (1)	9 (1)	11 (2)	3.3	3.6
RELIGION/GOSPEL	7 (1)		7 (1)	2.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	60 (6)	271 (11)	331 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBMQ	630	Savannah	0.5/1.4/ 2/ 61
WCHY	1290	Savannah	0.5/1.6/ 4/ 43
WEAS	900	Savannah	0.5/3.5/ 2/ 82
WHTK-F	99.7	Pt. Royal	0.5/3.4/ 25/ 250
WSGA	1400	Savannah	0.5/3.6/ 4/ 86
WIJY-F	107.9	Hilton Head	0.5/2.8/ 7/ 96

RADIO STATIONS

WIZA ,	1450,	1 KW	, Gospel	ABC I,	$ 8.00	(----)	Interurban	Alvin McCottry
WSOK ,	1400,	1 KW	, Black/Gospel	SBN,	$18.00	(Banner)	Opus	Kevin Metheny
WAEV-F,	97.3,	100 KW @ 992	, AC	ABC D,	$33.00	(Banner)	Opus	Kevin Metheny
WCHY-F,	94.1,	100 KW @ 1320	, Country	ABC E,	$42.00	(Torbet)	Roth	Brenda Brown
WEAS-F,	93.1,	100 KW @ 310	, Black	ABC D,	$25.00	(Durpetti)	Interurban	Bill Moore
WIXV-F,	95.5,	100 KW @ 857	, AOR	,	$30.00	(Katz)		Jerry Stevens
WJCL-F,	96.5,	100 KW @ 1160	, EZ	NBC UNIULT,	$21.00	(HNWH)	Lewis	Fred Pierce
WLOW-F,	106.9,	50 KW @ 443	, Nostalgia	MBS,	$13.00	(----)	(BLUFFTON,SC)	Jeff Storey
WYKZ-F,	98.7,	100 KW @ 710	, AC	,	$20.00	(Christal)	(BEAUFORT)	Jed Angel
WZAT-F,	102.1,	100 KW @ 1321	, CHR	ABC C,	$34.00	(Mc-Guild)	Gulf Atlantic	Jerry Rogers

Miscellaneous Comments: WSOK, WAGU-F purchased for $3,900,000 (E) by Opus from Love...

SEATTLE-TACOMA

Arbitron Rank/Pop (12+): 14/2,186,300

MSA Rank/Pop: 24/1,868,600 (Seattle)
ADI # 15 90/566,900 (Tacoma)
Average Person Ratings: 17.0
Market TSL: 22.50 hours

Stations: 33/33
Diaries: 1876/1165:1/52.7%
Sample Target: 1800
% Below Line: 0.0
% Not Listed: 10.1

1989 Revenue: $80,400,000
HH Inc.: $32,286
Retail $: 18.6 Bil
Pop per Station: 66,251
#1 Biller: KIRO $17,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KIRO	(N/T)	353/ 9.5	9.0	8.7	9.7	9.6	9.2	387/5869	5325/24.4	26.7	25.3		8.9	300	4142	KIRO
2. KPLZ-F	(CHR)	250/ 6.7	8.0	9.1	7.2	7.0	7.8	310/4901	4184/19.1	20.4	19.6		8.5	286	4052	KPLZ-F
3. KMPS-AF	(C)	233/ 6.3	6.9	5.8	7.4	5.0	6.6	282/3043	2683/12.3	12.5	10.2		5.5	185	2527	KMPS-AF
4. KUBE-F	(CHR)	226/ 6.1	6.3	6.0	8.7	7.0	6.8	241/4121	3843/17.6	17.4	19.6		9.7	328	3727	KUBE-F
5. KXRX-F	(CL AOR)	187/ 5.0	4.2	4.2	4.6	4.1	4.5	227/2897	2520/11.5	10.3	9.8		5.4	183	2187	KXRX-F
6. KISW-F	(AOR)	185/ 5.0	4.4	4.7	6.0	4.7	5.0	210/3096	2579/11.8	11.6	11.5		5.8	196	2399	KISW-F
7. KOMO	(MOR)	174/ 4.7	4.7	5.3	4.5	6.0	4.8	210/3412	2853/13.0	17.6	16.0		4.0	135	2330	KOMO
8. KZOK-F	(AOR)	160/ 4.3	2.9	3.2	2.0	2.3	3.1	175/3294	3008/13.8	11.1	8.6		4.5	153	2350	KZOK-F
9. KIXI	(BB)	144/ 3.9	2.6	3.7	4.6	2.8	3.7	183/1918	1718/ 7.9	8.6	6.5		1.5	51	1163	KIXI
10. KLSY-AF	(AC)	140/ 3.8	3.3	3.0	3.1	3.8	3.3	149/2536	2315/10.6	9.5	9.6		5.7	191	2362	KLSY-AF
11. KBRD-F	(EZ)	138/ 3.7	4.1	5.3	4.4	4.7	4.4	177/2134	1784/ 8.2	9.5	9.6		2.7	90	1116	KBRD-F
12. KRPM-AF	(C)	133/ 3.5	2.9	3.2	3.7	2.8	3.3	172/2107	1710/ 7.8	8.5	6.8		3.1	102	1294	KRPM-AF
13. KBSG-AF	(O)	125/ 3.3	3.7	3.3	3.0	3.6	3.3	157/2774	2314/10.6	10.3	9.2		3.1	102	1362	KBSG-AF
14. KLTX-F	(SAC)	114/ 3.1	2.9	2.9	2.8	3.3	2.9	133/1995	1733/ 7.9	9.0	7.3		2.3	76	1049	KLTX-F
15. KSEA-F	(SAC)	108/ 2.9	3.1	2.5	2.3	2.2	2.7	137/1880	1458/ 6.7	7.4	6.0		1.4	46	1087	KSEA-F
16. KING-F	(CL)	102/ 2.7	4.0	3.5	2.9	3.7	3.3	130/2299	2047/ 9.2	8.6	8.9		2.5	85	1454	KING-F
17. KING	(N/T)	84/ 2.3	3.2	2.8	2.4	2.8	2.7	96/1588	1381/ 6.3	9.4	8.3		1.8	60	1216	KING
18. KNUA-F	(J/NA)	71/ 1.9	3.1	1.8	1.8	2.5	2.1	83/1137	1073/ 4.9	5.7	5.1		2.0	67	748	KNUA-F
19. KMGI-F	(AC)	69/ 1.9	1.5	2.5	2.0	2.7	2.0	81/1658	1450/ 6.6	5.8	5.9		1.9	64	1129	KMGI-F
20. KCMS-F	(REL)	59/ 1.6	1.9	1.8	1.4	1.6	1.7	63/1148	965/ 4.4	4.9	4.6		2.8	94	1205	KCMS-F
21. KVI	(AC)	58/ 1.6	1.7	1.8	1.5	1.6	1.6	66/1102	1033/ 4.7	6.4	6.0		1.5	49	702	KVI
22. KEZX-F	(CL AOR)	52/ 1.4	1.6	1.3	1.5	1.3	1.5	70/1121	988/ 4.5	3.7	4.1		0.6	20	380	KEZX-F
23. KJR	(O)	40/ 1.1	1.7	1.6	1.1	2.0	1.4	43/1155	1024/ 4.7	6.7	7.9		1.7	58	1273	KJR
24.																
25.																

12+ FM SHARE (METRO): 68.89% (2301 of 3340) (SPG 89: 68.22%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPLZ-F>>	1 KXRX-F<	1 KUBE-F	1 KIRO >	1 KIRO	1 KIRO >	1 KIRO >	1 KMPS-AF	1 KIRO	1 KIRO >	1 KIRO >
2 KUBE-F	2 KISW-F<	2 KXRX-F	2 KUBE-F<	2 KMPS-AF	2 KOMO <	2 KUBE-F<	2 KIRO	2 KUBE-F	2 KPLZ-F>	2 KISW-F>
3	3 KUBE-F	KIRO	3 KZOK-F<	3 KUBE-F<	3 KMPS-AF	3 KMPS-AF<	3 KXRX-F	3 KXRX-F<	3 KUBE-F<	3 KOMO >
4	4 KZOK-F	4 KISW-F	4 KXRX-F<	4 KZOK-F<	4 KIXI	4 KOMO	KUBE-F<	4 KPLZ-F	4 KISW-F	4 KPLZ-F<
5	5 KPLZ-F>	5 KZOK-F	5 KMPS-AF	5 KXRX-F	5 KBRD-F>	5 KPLZ-F>	5 KISW-F	5 KISW-F<	5 KZOK-F	5 KUBE-F<
6	6 KLSY-AF	6 KPLZ-F<	6 KLSY-AF	6 KLSY-AF	6 KRPM-AF	6 KXRX-F	6 KPLZ-F	6 KMPS-AF	6 KLSY-AF	6 KZOK-F
7	7 KMPS-AF	7 KLSY-AF<	7 KISW-F	7 KISW-F	7 KING-F	7 KISW-F	7 KOMO	7 KZOK-F	7 KMPS-AF	KXRX-F
8	8	8 KMPS-AF	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9	9

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KUBE-F	1 KUBE-F>	1 KUBE-F	1 KUBE-F	1 KMPS-AF	1 KISW-F>	1 KISW-F<	1 KXRX-F	1 KISW-F	1 KIRO >
2 KPLZ-F>>	2 KPLZ-F	2 KLSY-AF	2 KLSY-AF	2 KUBE-F<	2 KXRX-F	2 KXRX-F>	2 KZOK-F<	2 KXRX-F<	2 KXRX-F
3 KLSY-AF	3 KLSY-AF>	3 KMPS-AF	3 KPLZ-F	3 KLSY-AF	3 KPLZ-F>	3 KZOK-F>	3 KISW-F>	3 KIRO	3 KZOK-F
4 KXRX-F	4 KMPS-AF<	KZOK-F	4 KMPS-AF	4 KIRO <	4 KUBE-F	4 KUBE-F	4 KUBE-F	4 KZOK-F>	4 KISW-F
5 KSEA-F	5 KZOK-F<	5 KPLZ-F	5 KBSG-AF	5 KBSG-AF	5 KZOK-F>	5 KPLZ-F>	5 KIRO >	5 KUBE-F	5 KMPS-AF
KLTX-F	6 KXRX-F	KLTX-F	6 KLTX-F	6 KPLZ-F	6 KBSG-AF	6 KIRO	6 KMPS-AF	6 KMPS-AF	6 KUBE-F
7 KISW-F	7	7 KRPM-AF	7 KSEA-F<	KOMO	KZOK >>	7	7 KLSY-AF	KPLZ-F	7 KBSG-AF
8	8	8 KXRX-F	8 KIRO	8	8	8	8 KPLZ-F>	8 KBSG-AF	8
9	9	9	9	9	9	9	9	9	9

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		476 (2)	476 (2)	14.3	15.7
AOR/CLASSIC		584 (4)	584 (4)	17.5	12.5
AC/OLDIES/SOFT ROCK	107 (4)	547 (5)	654 (9)	19.6	21.4
MOR/VARIETY	174 (1)		174 (1)	5.2	6.8
COUNTRY	62 (3)	324 (2)	386 (5)	11.6	8.7
BLACK/URBAN					0.6
BEAUTIFUL/EASY		138 (1)	138 (1)	4.1	5.3
NEWS/TALK	437 (2)		437 (2)	13.1	13.9
NOSTALGIA	144 (1)		144 (1)	4.3	3.5
RELIGION/GOSPEL	47 (2)	59 (1)	106 (3)	3.2	2.9
SPANISH					
CLASSICAL		102 (1)	102 (1)	3.1	4.2
JAZZ/NEW AGE		71 (1)	71 (1)	2.1	4.5
UNKNOWN/OTHERS	68 (3)		68 (3)	2.0	
	1039 (16)	2301 (17)	3340 (33)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KCIS	630	Edmonds	0.6/2.3/ 24/ 551
KGNW	820	Burien/Seattle	0.6/2.8/ 26/ 698
KKFX	1250	Seattle	0.8/1.8/ 28/ 389
KRKO	1380	Everett/Seattle	0.4/0.7/ 15/ 152
KWYZ	1230	Everette	0.5/0.8/ 20/ 185
KZOK	1590	Seattle	0.7/1.9/ 25/ 406

RADIO STATIONS

AM STATIONS

KBLE,	1050,	5 KW/543 W	, RELIGION	,	$ 25.00	(---)		George Boucher
KCIS,	630,	5 KW/2.5 KW (DA-2),	RELIGION	UPI,	$ 38.00	(---)		Dick Florence
KING,	1090,	50 KW (DA-2)	, TALK	NBC,	$ 60.00	(MMR)	King	Jack Swanson
KIRO,	710,	50 KW (DA-N)	, NEWS/TALK	CBS,	$ 260.00	(Torbet)	Bonneville	Joe Abel
KIXI,	880,	50 KW/10 KW (DA-2),	NOSTALGIA	UNISUP UNIULT,	$ 54.00	(Repubic)	Noble	Bobby Rick
KJR ,	950,	5 KW (DA-1)	, OLDIES	,	$ 55.00	(HNWH)	Ackerly	Bob Hogan
KKFX,	1250,	5 KW (DA-N)	, BLACK	ABC C,	$ 38.00	(HNWH)	Bingham	Bob Wickstrom
KLSY,	1540,	5 KW (DA-N)	, SEE KLSY-F					
KMPS,	1300,	5 KW (DA-N)	, SEE KMPS-F					
KOMO,	1000,	50 KW (DA-N)	, FULL SERVICE	ABC I,	$ 130.00	(Katz)		Rick Robertson
KVI ,	570,	5 KW	, OLDIES	,	$ 50.00	(Durpetti)	Golden West	Shannon Sweatte

FM STATIONS

KBRD,	103.7,	100 KW @ 1670,	EZ	UNISUP,	$ 70.00	(Republic)	Entercom	Michael Donavan
KBSG,	97.3,	55 KW @ 2393,	OLDIES	,	$ 92.00	(Torbet)	Viacom	Bruce Raven-Stark
KCMS,	105.3,	115 KW @ 720,	RELIGION	UPI,	$ 47.00	(---)		Dick Florence
KEZX,	98.9,	100 KW @ 1110,	AOR	ABC E,	$ 60.00	(Republic)	Park	Kevin Lorance
KING,	98.1,	100 KW @ 698,	CLASSICAL	,	$ 68.00	(MMR)	King	Jack Swanson
KISW,	99.9,	100 KW @ 1148,	AOR	,	$ 98.00	(McGuild)	Nationwide	Beau Phillips
KLSY,	92.5,	58 KW @ 2342,	AC	APR ABC C,	$ 75.00	(Banner)	Sandusky	Gary Robb
KLTX,	95.7,	100 KW @ 1178,	SOFT AC	,	$ 62.00	(HNWH)	Ackerly	Bob Hogan
KMGI,	107.7,	100 KW @ 1194,	AC	UNISUP,	$ 64.00	(CBS)	Noble	Bobby Rick
KMPS,	94.1,	100 KW @ 1194,	COUNTRY	APR,	$ 140.00	(McGuild)	EZ	Fred Schumacher
KNUA,	106.9,	100 KW @ 819,	JAZZ/NAC	,	$ 70.00	(Durpetti)	Brown	Dennis Gwiazdon
KPLZ,	101.5,	100 KW @ 1200,	CHR	,	$ 123.00	(Durpetti)	Golden West	Shannon Sweattle
KRPM,	106.1,	32 KW @ 2342,	COUNTRY	,	$ 67.00	(Christal)	Heritage	Jack Davies
KSEA,	100.7,	100 KW @ 736,	SOFT AC	,	$ 60.00	(Torbet)	Bonneville	Kevin Cooney
KUBE,	93.3,	100 KW @ 1290,	CHR	,	$ 160.00	(MMR)	Cook Inlet	Michael OShea
KXRX,	96.5,	100 KW @ 1223,	CLASSIC AOR	,	$ 95.00	(Katz)	Shamrock	Steve West
KZOK,	102.5,	100 KW @ 1157,	AOR	,	$ 67.00	(Eastman)	Adams	Mike Fowler

Miscellaneous Comments: KNUA-F sold by Gannett to Brown for $10,000,000 (Americom)...

SHREVEPORT

Arbitron Rank/Pop (12+): 110/330,500

MSA Rank/Pop: 130/362,900
ADI # 65
Average Person Ratings: 16.9
Market TSL: 23.00 hours

Stations: 15/14
Diaries: 827/400:1/49.9%
Sample Target: 730
% Below Line: 8.3
% Not Listed: 10.2

1989 Revenue: $9,100,000
HH Inc.: $23,300
Retail $: 2.5 Bil
Pop per Station: 23,607
#1 Biller: KRMD-AF $2,000,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KDKS-F	(B)	86/15.4	11.4	11.0	9.9	18.8	----	90/815	739/22.4	21.3	19.1		16.8	100	862	KDKS-F
2. KRMD-AF	(C)	78/14.0	18.1	13.8	17.6	11.8	----	128/1441	839/25.4	27.3	27.1		17.0	94	943	KRMD-AF
3. KMJJ-F	(B)	53/ 9.5	11.6	9.5	13.0	7.5	----	57/653	563/17.0	19.7	18.5		10.3	61	712	KMJJ-F
4. KTUX-F	(CHR)	46/ 8.3	7.5	6.4	7.3	11.7	----	97/1580	649/19.6	16.8	18.6		10.1	60	744	KTUX-F
5. KITT-F	(AC)	42/ 7.5	8.0	6.9	6.9	5.3	----	65/1026	525/15.9	18.8	19.3		7.6	45	468	KITT-F
6. KVKI-F	(AC)	40/ 7.2	8.9	6.7	4.8	6.4	----	52/802	541/16.4	18.0	17.2		5.7	34	661	KVKI-F
7. KWKH-F	(C)	32/ 5.7	4.4	6.0	4.0	4.6	----	46/766	445/13.5	13.0	13.4		5.9	35	474	KWKH-F
KOKA	(GOSP)	32/ 5.7	5.0	5.8	8.2	----	----	38/452	385/11.6	8.7	8.4		3.4	20	292	KOKA
9. KEEL	(BB)	31/ 5.6	6.2	8.4	4.6	3.5	----	43/621	401/12.1	12.8	14.6		3.9	23	308	KEEL
10. KTAL-F	(AOR)	26/ 4.7	4.4	7.3	5.3	5.9	----	63/881	353/10.7	12.6	13.6		8.6	51	626	KTAL-F
11. KWKH	(C)	20/ 3.6	6.0	7.5	4.4	4.6	----	43/651	369/11.2	12.4	12.1		4.5	27	255	KWKH
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 79.80% (399 of 500) (SPG 89: 73.36%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KDKS-F	1 KDKS-F>	1 KDKS-F	1 KRMD-AF<	1 KRMD-AF	1 KRMD-AF>	1 KRMD-AF	1 KRMD-AF	1 KDKS-F	1 KDKS-F>	1 KRMD-F<
2 KMJJ-F>	2 KTUX-F	2 KRMD-AF	2 KDKS-F	2 KDKS-F	2 KDKS-F<	2 KDKS-F>	2 KDKS-F	2 KRMD-AF	2 KMJJ-F	2 KOKA
3 KTAL-F	KMJJ-F<	3 KMJJ-F	3 KITT-F	3 KITT-F	3 KEEL	3 KTUX-F<	3 KITT-F	3 KMJJ-F	3 KTUX-F>	KITT-F
4	4 KRMD-AF	4 KITT-F	4 KMJJ-F>	4 KMJJ-F>	4 KITT-F	4 KITT-F<	4 KMJJ-F<	4 KITT-F<	4 KRMD-AF	KDKS-F
5	5 KVKI-F	5 KTUX-F	5 KVKI-F	5 KVKI-F	5 KOKA	5 KOKA	5 KEEL	5 KTUX-F	5 KOKA	5 KTUX-F
6	KTAL-F	6 KVKI-F	6	6	6	KMJJ-F	6 KVKI-F	KVKI-F	6 KITT-F	6 KMJJ-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KDKS-F	1 KDKS-F>>	1 KDKS-F>	1 KDKS-F	1 KDKS-F	1 KDKS-F	1 KMJJ-F	1 KMJJ-F	1 KDKS-F	1 KRMD-AF
2 KTUX-F>	2 KRMD-AF	2 KVKI-F	2 KRMD-AF>	2 KRMD-AF>	2 KTUX-F>	KDKS-F	2 KTAL-F	2 KRMD-AF	2 KITT-F
3 KRMD-AF	KVKI-F	3 KRMD-AF	3 KMJJ-F<	3 KITT-F	3 KMJJ-F	3 KTAL-F	3 KRMD-AF	3 KMJJ-F	3 KDKS-F
4 KVKI-F>	4 KTUX-F	4 KMJJ-F	4 KVKI-F	4 KVKI-F	4 KTAL-F>	4 KTUX-F	4 KDKS-F	4 KITT-F	4 KMJJ-F
5 KMJJ-F	5 KMJJ-F	5 KTUX-F	KITT-F	KMJJ-F	5 KWKH-F	5 KRMD-AF	5 KWKH-F	5 KTUX-F	5 KWKH-F
6	6 KITT-F	KITT-F	6 KTUX-F	6	KVKI-F	6 KWKH-F	6 KTUX-F	6 KTAL-F	6 KTAL-F
							KITT-F>>	7 KWKH-F	

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		46 (1)	46 (1)	9.2	7.0
AOR/CLASSIC		26 (1)	26 (1)	5.2	8.0
AC/OLDIES/SOFT ROCK	4 (1)	82 (2)	86 (3)	17.2	15.0
MOR/VARIETY					
COUNTRY	30 (3)	106 (2)	136 (5)	27.2	29.9
BLACK/URBAN		139 (2)	139 (2)	27.8	23.8
BEAUTIFUL/EASY					
NEWS/TALK					
NOSTALGIA	31 (1)		31 (1)	6.2	9.2
RELIGION/GOSPEL	36 (2)		36 (2)	7.2	7.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	101 (7)	399 (8)	500 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KASO	1240	Minden	1.1/4.0/ 6/ 131
KFLO	1300	Shreveport	0.7/1.8/ 4/ 60
KVKI	1550	Shreveport	0.7/1.2/ 4/ 43

RADIO STATIONS

KEEL ,	710,	50 KW/5 KW (DA-2),	Nostalgia	ABC I UNISUP, $27.00	(Katz)	Multimedia	Lee Ann Lewis
KOKA ,	980,	5 KW/80 W ,	Gospel	SBN NBC, $18.00	(HNWH)		Gary Camp
KDKS-F,	92.1,	3 KW @ 301 ,	Black	UNISUP UNIULT, $26.00	(Durpetti)	(BENTON)	Pam Edwards
KITT-F,	93.7,	100 KW @ 1010 ,	AC	ABC FM, $36.00	(Katz)	Multimedia	Lee Ann Lewis
KMJJ-F,	100.1,	3 KW @ 300 ,	Black	SBN, $29.00	(HNWH)	Sun Group	Bill McWillie
KRMD-F,	101.1,	100 KW @ 1120 ,	Country	, $50.00	(Republic)	AmCom	Gene Dickerson
KTAL-F,	98.1,	100 KW @ 1328 ,	AOR	, $23.00	(Banner)	(TEXARKANA)	
KTUX-F,	98.9,	100 KW @ 720 ,	CHR	, $30.00	(Banner)	(CARTHAGE)	Elinor Stephens
KVKI-F,	96.5,	100 KW @ 797 ,	AC	, $31.00	(Christal)	Encore	Dave McMillan
KWKH-F,	94.5,	100 KW @ 320 ,	Country	MBS, $43.00	(Christal)	Great Empire	Frank Gunn

SIOUX FALLS

Arbitron Rank/Pop (12+): 204/128,000
MSA Rank/Pop: 281/128,200
ADI # 100
Average Person Ratings: 16.3
Market TSL: 21.50 hours

Stations: 14/10
Diaries: 682/188:1/65.3%
Sample Target: 550
% Below Line: 4.3
% Not Listed: 20.6

1989 Revenue: $6,700,000
HH Inc.: $27,973
Retail $: 1.1 Bil
Pop per Station: 12,800
#1 Biller: KELO-AF $2,400,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KPAT-F	(CHR)	31/14.8	----	11.2	----	13.0	----	40/545	392/30.6		29.1					KPAT-F
2.	KELO-F	(SAC)	26/12.4	----	12.1	----	11.6	----	54/618	325/25.4		25.3					KELO-F
3.	KKLS-F	(AC)	22/10.5	----	8.6	----	8.3	----	37/447	256/20.0		19.8					KKLS-F
	KELO	(AC)	22/10.5	----	12.8	----	16.2	----	37/487	322/25.2		29.4					KELO
5.	KSOO	(MOR)	19/ 9.1	----	11.3	----	10.6	----	24/393	257/20.1		20.3					KSOO
6.	KKRC-F	(AOR)	14/ 6.7	----	7.8	----	8.8	----	17/229	211/16.5		23.0					KKRC-F
7.	KXRB	(C)	13/ 6.2	----	11.3	----	9.3	----	29/287	117/ 9.1		15.8					KXRB
8.	WNAX	(C)	5/ 2.4	----	2.3	----	3.7	----	45/669	125/ 9.8		10.8					WNAX
	KLQL-F	(C)	5/ 2.4	----	2.7	----	4.6	----	38/369	102/ 8.0		9.9					KLQL-F
10.																	

12+ FM SHARE (METRO): 62.65% (104 of 166) (SPG 89: 49.55%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KPAT-F	1 KPAT-F>>	1 KPAT-F	1 KELO <	1 KELO	1 KSOO <	1 KELO	1 KELO-F>	1 KPAT-F>	1 KPAT-F>>	1 KSOO
2	2 KKRC-F	2 KKLS-F	2 KKLS-F	2 KKLS-F<	2 KELO-F	2 KSOO	2 KPAT-F	2 KELO-F<	2 KELO-F>	KPAT-F
3	3 KKLS-F	KELO	3 KELO-F	3 KELO-F>	3 KELO	3 KPAT-F<	3 KELO	3 KELO	3 KSOO	KKRC-F
4	4 KELO-F	4 KELO-F	4 KPAT-F	4 KPAT-F	4 KXRB	4 KELO-F	4 KKLS-F	4 KKLS-F	KKRC-F	KKLS-F
5	KELO	5	5	5 KXRB	5 KKLS-F	5 KKLS-F	5	5	KKLS-F	KELO
6	6	6	6	6	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPAT-F>>	1 KPAT-F>>	1 KPAT-F	1 KPAT-F	1 KKLS-F		1 KPAT-F>>	1 KPAT-F	1 KKRC-F	1 KPAT-F	1 KELO
2 KQHU-F	2 KKLS-F	KKLS-F>	2 KKLS-F	KELO		2 KKRC-F>>	2 KKRC-F>	2 KELO >	KELO	2 KELO-F
KKRC-F	3 KELO-F>	3 KELO-F	3 KELO-F	3 KELO-F		3 KELO-F	3 KELO >	3 KPAT-F	3 KKRC-F	3 KXRB
KELO-F>	4 KKRC-F	KELO >>	KELO	4 KPAT-F		4	4 KKLS-F	KKLS-F>	4 KKLS-F	KKLS-F
5 KKLS-F	KELO	5 KKRC-F>>	5	5		5	5	5 KTWB-F>>	KELO-F	5
KKFN	6	6	6	6		6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		31 (1)	31 (1)	18.7	22.5
AOR/CLASSIC		14 (1)	14 (1)	8.4	
AC/OLDIES/SOFT ROCK	24 (2)	48 (2)	72 (4)	43.4	14.9
MOR/VARIETY	20 (2)		20 (2)	12.0	15.3
COUNTRY	18 (2)	6 (2)	24 (4)	14.5	32.9
BLACK/URBAN					
BEAUTIFUL/EASY					14.0
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL		5 (2)	5 (2)	3.0	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	62 (6)	104 (8)	166 (14)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KKFN	1230	Sioux Falls	1.0/5.9/ 3/ 79
KTWB-F	101.9	Sioux Falls	1.4/4.4/ 5/ 69
KIWA-F	105.5	Sheldon	0.5/1.6/ 5/ 160
KQAD	800	Luverne	0.5/2.2/ 3/ 78
KQHU-F	104.1	Yankton/S.City	1.0/1.8/ 15/ 161

RADIO STATIONS

KELO, 1320, 5 KW (DA-N)	, AC	APR , $	30.00 (Banner)	Midcontinent		Tom Simmons
KKFN, 1230, 1 KW	, OLDIES	UNIULT , $	10.00 (Torbet)			Linda Downing
KSOO, 1140, 10 KW/5 KW (DA-N)	, MOR	ABC I , $	26.00 (Christal)			Joe Henkin
KXRB, 1000, 10 KW (DAYS, DA)	, COUNTRY	MBS , $	22.00 (McGuild)	S. Minn.		Don Jacobs
WNAX, 570, 5 KW (DA-N)	, C/FULL SER.	CBS , $	45.00 (McGuild)	Park	(YANKTON)	Rick Prusator
KELO-F, 92.5, 100 KW @ 1850,	SOFT AC	APR , $	23.00 (Banner)	Midcontinent		Tom Simmons
KKLS-F, 104.7, 100 KW @ 735,	AC	MBS , $	21.00 (McGuild)	So. Minn.		Don Jacobs
KKRC-F, 103.7, 3 KW @ 120,	AOR	UNIPWR, $	22.00 (Torbet)			Linda Downing
KLQL-F, 101.1, 100 KW @ 530,	COUNTRY	ABC E , $	12.00 (McGuild)		(LUCERNE, MN)	Scott Park
KPAT-F, 97.3, 60 KW @ 220,	CHR	ABC C , $	20.00 (Christal)			Joe Henkin

Miscellaneous Comments: KELO-F relcassified as SOFT AC...KKRC-F reclassified as AOR...KKRN changes from COUNTRY to OLDIES...KKFN, KKRC-F sold by Vaughn for $1,500,000...KSSO, KPAT-F sold to Tom Ingstad to $2,400,000...

SOUTH BEND

Arbitron Rank/Pop (12+): 154/200,100
MSA Rank/Pop: 178/244,100
ADI # 85
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 15/11
Diaries: 726/276:1/58.6%
Sample Target: 610
% Below Line: 4.1
% Not Listed: 14.0

1989 Revenue: $6,700,000
HH Inc.: $27,443
Retail $: 1.8 Bil
Pop per Station: 18,190
#1 Biller: WNDU-F $1,600,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WNDU-F	(CHR)	50/13.7	——	14.3	——	15.8	——	154/2269	749/37.4		34.2		15.4	57	823	WNDU-F
2. WSBT	(MOR)	45/12.4	——	18.1	——	17.5	——	50/482	423/21.1		25.8		8.9	33	518	WSBT
3. WNSN-F	(AC)	41/11.3	——	12.1	——	9.6	——	96/1449	514/25.7		23.3		8.9	33	419	WNSN-F
4. WZZP-F	(CHR)	39/10.7	——	10.5	——	10.2	——	71/1202	584/29.2		25.5		12.9	48	689	WZZP-F
5. WYEZ-F	(EZ)	32/ 8.8	——	11.3	——	11.6	——	100/999	338/16.9		18.4		7.3	27	277	WYEZ-F
WAOR-F	(AOR)	32/ 8.8	——	8.4	——	5.1	——	72/862	417/20.8		18.4		16.2	60	457	WAOR-F
7. WGTC-F	(C)	24/ 6.6	——	——	——	——	——	77/745	245/12.2		0.0		3.0	11	143	WGTC-F
8. WNDU	(O)	20/ 5.5	——	6.2	——	5.6	——	20/279	224/11.2		14.3		2.4	9	227	WNDU
9. WFRN-F	(REL)	9/ 2.5	——	3.0	——	1.4	——	27/458	104/ 5.2		7.8		1.9	7	118	WFRN-F
10.																

12+ FM SHARE (METRO): 74.76% (234 of 313) (SPG 89: 64.84%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNDU-F	1 WNDU-F	1 WNDU-F>	1 WNSN-F	1 WNSN-F	1 WSBT >	1 WSBT	1 WSBT	1 WNDU-F	1 WNDU-F>	1 WNSN-F
2 WZZP-F>>	2 WAOR-F	2 WNSN-F	2 WNDU-F	2 WNDU-F	2 WYEZ-F	2 WNDU-F	WNSN-F<	2 WNSN-F<	2 WZZP-F	2 WYEZ-F
3	3 WZZP-F	WAOR-F<	3 WAOR-F	3 WAOR-F	3 WNSN-F>	3 WZZP-F	3 WYEZ-F	3 WSBT	3 WNSN-F	WSBT
4	4 WNSN-F>	4 WZZP-F>	4 WZZP-F	4 WZZP-F	4 WNDU	4 WYEZ-F	4 WNDU-F	4 WZZP-F	4 WAOR-F>	4 WZZP-F
5	5 WGTC-F	5 WGTC-F	5 WGTC-F	5 WGTC-F	5 WNDU-F	5 WNSN-F	5 WZZP-F	5 WAOR-F	5 WSBT	5
							6 WAOR-F		6 WYEZ-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZZP-F	1 WNDU-F	1 WNSN-F>	1 WNDU-F	1 WNSN-F	1 WNDU-F	1 WAOR-F>	1 WAOR-F>>	1 WAOR-F	1 WAOR-F
WNDU-F>>	2 WZZP-F	2 WNDU-F>	2 WZZP-F	2 WNDU-F	WAOR-F>	2 WNDU-F>	2 WNDU-F	2 WNDU-F	2 WNSN-F
3 WAOR-F>>	3 WNSN-F>	3 WZZP-F	3 WNSN-F>	3 WZZP-F>	3 WZZP-F>>	3 WZZP-F	WGTC-F	3 WNSN-F	3 WNDU-F
4	4 WAOR-F	4 WAOR-F>>	4 WAOR-F	4 WYEZ-F	4 WGTC-F>>	WGTC-F>	4 WNSN-F>	4 WZZP-F	4 WGTC-F
5	5	5	5 WGTC-F	5 WGTC-F	5	5 WNSN-F	5 WNDU >	5 WGTC-F	5 WNDU

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		89 (2)	89 (2)	28.4	29.7
AOR/CLASSIC		34 (2)	34 (2)	10.9	6.8
AC/OLDIES/SOFT ROCK	20 (1)	46 (2)	66 (3)	21.1	14.5
MOR/VARIETY	45 (1)		45 (1)	14.4	20.0
COUNTRY		24 (1)	24 (1)	7.7	7.7
BLACK/URBAN	3 (1)		3 (1)	1.0	
BEAUTIFUL/EASY		32 (1)	32 (1)	10.2	13.2
NEWS/TALK	11 (3)		11 (3)	3.5	5.2
NOSTALGIA					1.0
RELIGION/GOSPEL		9 (1)	9 (1)	2.9	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	79 (6)	234 (9)	313 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMJ	1580	South Bend	0.8/3.8/ 3/ 84
WLLJ	910	Cassopolis	0.8/2.3/ 5/ 88
WGN	720	Chicago	1.6/5.1/ 24/ 409
WLUP	1000	Chicago	0.5/1.7/ 17/ 216
WRKR-F	107.7	Portage/Kalmzoo	0.5/1.8/ 46/ 404
WZOW-F	97.7	Goshen/Elkhart	1.4/5.0/ 12/ 232

RADIO STATIONS

WAMJ ,	1580,	1 KW/500 W	, Talk	ABC T,	$ 10.00	(——)		Mark Murray
WNDU ,	1490,	1 KW	, Oldies	ABC I,	$ 20.00	(Mc-Guild)	Notre Dame	Jack Swart
WSBT ,	960,	5 KW (DA-N)	, MOR/Full Service	UNISUP,	$ 28.00	(Katz)	Schurz	Barry Smith
WAOR-F,	95.3,	3 KW @ 300	, AOR	ABC R,	$ 19.00	(Roslin)	(NILES, MI)	Charles Frey
WFRN-F,	104.7,	50 KW @ 460	, Religion	MBS,	$ 14.00	(——)	(ELKHART)	Ed Moore
WGTC-F,	102.3,	12 KW @ 400	, Country	SOURCE,	$ 25.00	(Banner)	(NEW CARLISLE)	Michael Leep
WNDU-F,	92.9,	12 KW @ 880	, CHR	,	$ 42.00	(Mc-Guild)	Notre Dame	Jack Swart
WNSN-F,	101.5,	13 KW @ 970	, AC	UNISUP,	$ 35.00	(Katz)	Schurz	Barry Smith
WYEZ-F,	100.7,	50 KW @ 500	, EZ	,	$ 30.00	(Christal)	Federated (ELKHART)	Steve Ruby
WZZP-F,	103.9,	3 KW @ 328	, CHR	,	$ 33.00	(MMR)	Booth	Vince Ford

Misc: WNDU-AM changes from Country to Oldies . . . First showing for WGTC-F . . .

SPOKANE

Arbitron Rank/Pop (12+): 99/354,000

MSA Rank/Pop: 129/363,100
ADI # 77
Average Person Ratings: 16.8
Market TSL: 22.75 hours

Stations: 17/17
Diaries: 803/441:1/61.7%
Sample Target: 750
% Below Line: 0.0
% Not Listed: 12.3

1989 Revenue: $10,600,000
HH Inc.: $23,560
Retail $: 2.8 Bil
Pop per Station: 20,823
#1 Biller: KGA/KDRK-F $2,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KZZU-F	(CHR)	89/15.0	14.4	15.6	14.8	16.9	——	114/1419	1034/29.2	28.8	31.2		21.5	133	1145	KZZU-F
2. KISC-F	(AC)	54/ 9.1	10.1	9.2	10.9	8.4	——	78/876	628/17.7	19.4	18.3		9.7	60	719	KISC-F
3. KXLY-F	(EZ)	50/ 8.4	9.5	11.1	9.9	13.8	——	64/743	541/15.3	16.5	17.0		6.6	41	495	KXLY-F
4. KDRK-F	(C)	48/ 8.1	7.7	8.6	8.9	6.8	——	78/1007	596/16.8	15.5	17.3		11.0	68	642	KDRK-F
5. KEZE-F	(AOR)	45/ 7.6	8.8	7.2	5.6	6.4	——	66/760	504/14.2	14.0	15.1		10.2	63	655	KEZE-F
6. KKZX-F	(CL AOR)	40/ 6.7	5.7	6.3	5.8	3.9	——	49/603	445/12.6	13.6	11.7		3.4	21	408	KKZX-F
7. KXLY	(N/T)	30/ 5.1	5.7	4.6	6.8	5.1	——	50/665	484/13.7	14.9	12.2		6.5	40	515	KXLY
KAQQ	(BB)	30/ 5.1	1.3	3.3	3.1	2.7	——	40/397	290/ 8.2	5.0	6.5		1.8	11	93	KAQQ
9. KGA	(C)	29/ 4.9	5.6	4.1	5.5	4.5	——	32/489	403/11.4	13.7	11.2		2.1	13	344	KGA
10. KKPL-F	(AC)	26/ 4.4	5.2	5.3	3.1	4.9	——	37/605	431/12.2	16.7	13.9		2.7	17	335	KKPL-F
11. KTRW	(C)	20/ 3.4	4.8	2.4	2.7	4.3	——	20/262	224/ 6.3	8.4	5.7		2.1	13	97	KTRW
12. KEYF-F	(J/NA)	18/ 3.0	1.8	0.5	1.5	1.4	——	22/400	339/ 9.6	6.3	2.6		3.7	23	259	KEYF-F
13. KAAR-F	(O)	15/ 2.5	2.0	1.7	——	——	——	20/323	253/ 7.1	7.4	3.9		1.5	9	259	KAAR-F
14. KJRB	(O)	12/ 2.0	2.7	2.2	1.4	3.1	——	16/258	222/ 6.3	7.8	8.8		1.8	11	372	KJRB
15. KCDA-F	(AC)	8/ 1.3	0.7	1.9	0.9	1.0	——	10/222	173/ 4.9	2.0	3.4		1.3	8	155	KCDA-F

12+ FM SHARE (METRO): 75.43% (393 of 521) (SPG 89: 76.06%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KZZU-F>>	1 KZZU-F>	1 KZZU-F	1 KISC-F>	1 KISC-F	1 KXLY-F>	1 KZZU-F>	1 KISC-F<	1 KZZU-F>	1 KZZU-F>>	1 KDRK-F>
2	2 KEZE-F	2 KISC-F	2 KZZU-F<	2 KDRK-F	2 KDRK-F	2 KISC-F	2 KZZU-F<	2 KISC-F	2 KXLY-F	2 KGA
3	3 KKZX-F	3 KEZE-F	3 KDRK-F	3 KZZU-F	KAQQ	3 KXLY	3 KDRK-F	3 KEZE-F	3 KISC-F	3 KZZU-F
4	4 KISC-F>	4 KKZX-F<	4 KEZE-F	4 KEZE-F	4 KXLY	4 KDRK-F	4 KXLY-F	4 KDRK-F	4 KKZX-F<	4 KISC-F
5	5 KDRK-F	5 KDRK-F	5 KKZX-F	5 KKZX-F	KGA	5 KKZX-F<	5 KEZE-F	5 KKZX-F	5 KEZE-F	KEZE-F
6	6	6	6	6	6 KISC-F	6 KXLY-F<	6 KKZX-F	6	KDRK-F	6
						7 KEZE-F				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KZZU-F>>	1 KZZU-F	1 KISC-F>	1 KISC-F	1 KISC-F>	1 KZZU-F>>	1 KZZU-F	1 KEZE-F	1 KZZU-F	1 KEZE-F<
2 KKPL-F	2 KISC-F>	2 KZZU-F>	2 KZZU-F>	2 KDRK-F	2 KKZX-F	2 KEZE-F	2 KZZU-F	2 KEZE-F	2 KDRK-F
3 KKZX-F	3 KEZE-F	3 KEZE-F	3 KDRK-F	3 KZZU-F>	3 KEZE-F>>	3 KKZX-F>	3 KDRK-F	3 KKZX-F>	3 KZZU-F
KISC-F	4 KKZX-F>	4 KKZX-F>	4 KKPL-F	4 KKPL-F	4 KISC-F>>	4 KDRK-F>	4 KKZX-F>	4 KDRK-F	KKZX-F
KEZE-F>	5 KKPL-F	5 KDRK-F	5 KEZE-F	5 KEZE-F	5	5 KISC-F	5 KEYF-F>	5 KISC-F	5 KISC-F
6 KDRK-F	6 KDRK-F	6	6 KKZX-F	6	6	KEYF-F	6 KKPL-F>	6	6 KGA

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		89 (1)	89 (1)	17.1	17.6
AOR/CLASSIC		85 (2)	85 (2)	16.3	15.3
AC/OLDIES/SOFT ROCK	14 (2)	103 (4)	117 (6)	22.5	21.0
MOR/VARIETY	5 (1)		5 (1)	1.0	5.2
COUNTRY	49 (2)	48 (1)	97 (3)	18.6	17.0
BLACK/URBAN					
BEAUTIFUL/EASY		50 (1)	50 (1)	9.6	12.5
NEWS/TALK	30 (1)		30 (1)	5.8	5.2
NOSTALGIA	30 (1)		30 (1)	5.8	2.5
RELIGION/GOSPEL					1.2
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		18 (1)	18 (1)	3.5	0.6
UNKNOWN/OTHERS					1.9
	128 (7)	393 (10)	521 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KFVR	1050	Dishman/Spokane	0.3/2.6/ 2/ 98
KVNI	1080	Coeur D Alene	0.8/4.2/ 5/ 150

RADIO STATIONS

KAQQ	590	5 KW	Nostalgia	UNISUP CNN	$16.00	(Katz)	Home News	Lucy Rice
KGA	1510	50 KW (DA-N)	Country	ABC I	$ NA	(Eastman)	John Price	Steve Cody
KJRB	790	5 KW (DA-N)	Oldies	UNISUP UNIULT	$15.00	(Mc-Guild)	Apollo	Barb Beddor
KTRW	970	5 KW/1 KW (DA-N)	Country	UNIULT	$17.00	(Christal)	Highsmith	Chris Garras
KXLY	920	5 KW	News/Talk	CBS MBS	$22.00	(Torbet)	Morgan Murphy	Steve Herling
KAAR-F	95.3	1.3 KW @ 485	Oldies		$15.00	(——)	(MEDICAL LAKE)	Perelta Schroeder
KCDA-F	103.1	2 KW @ 1535	AC	UNISUP UNIULT	$10.00	(——)	(COEUR d'ALENE)	Kim Cooper
KDRK-F	93.7	56 KW @ 2380	Country		$50.00	(Eastman)	John Price	Steve Cody
KEYF-F	101.1	100 KW @ 843	Jazz/NAC		$18.00	(Republic)	(CHENEY)	Roger McDowell
KEZE-F	105.7	100 KW @ 1910	AOR	UNIPWR	$33.00	(Mc-Guild)	Apollo	Barb Beddor
KISC-F	98.1	94 KW @ 2031	AC		$39.00	(Katz)	Home News	Lucy Rice
KKPL-F	96.1	56 KW @ 2380	AC	UNISUP	$23.00	(Republic)	(OPPORTUNITY)	Bob Christe
KKZX-F	98.9	100 KW @ 1614	Classic AOR		$28.00	(Banner)		Steve Fedor
KXLY-F	99.9	37 KW @ 2998	EZ		$30.00	(Torbet)	Morgan Murphy	Steve Herling
KZZU-F	92.9	85 KW @ 2080	CHR		$38.00	(Christal)	Highsmith	Chris Garras

Miscellaneous Comments: KHDL, KKPL-F sold for $2,300,000...

SPRINGFIELD, MA

Arbitron Rank/Pop (12+): 73/502,000

MSA Rank/Pop: 87/588,200
ADI # 98
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 25/13
Diaries: 870/577:1/51.9%
Sample Target: 890
% Below Line: 31.1
% Not Listed: 15.1

1989 Revenue: $12,000,000
HH Inc.: $28,374
Retail $: 4.5 Bil
Pop per Station: 38,615
#1 Biller: WHYN-AF $5,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WHYN-F	(AC)	86/ 9.4	10.9	8.5	9.7	11.5	9.6	93/1388	1254/25.0	23.0	24.2	9.7	74	907	WHYN-F
2. WAQY-F	(AOR)	82/ 9.0	9.8	9.6	10.7	9.8	9.8	88/1367	1239/24.7	20.5	24.5	11.4	87	1155	WAQY-F
3. WTIC-F	(CHR)	73/ 8.0	8.6	7.5	10.5	7.6	8.6	74/1142	1104/22.0	20.9	22.5	9.9	76	1124	WTIC-F
4. WMAS-F	(AC)	71/ 7.8	6.1	8.5	8.0	9.2	7.6	72/954	906/18.0	18.1	18.3	7.3	56	714	WMAS-F
5. WHYN	(MOR)	67/ 7.4	5.8	7.1	7.8	8.3	7.0	67/908	908/18.1	16.0	19.4	5.2	40	581	WHYN
6. WMAS	(BB)	55/ 6.0	7.4	7.7	4.0	5.3	6.3	55/613	613/12.2	11.3	11.0	4.1	31	479	WMAS
7. WWYZ-F	(C)	37/ 4.1	4.4	3.8	3.0	3.5	3.8	39/489	459/ 9.1	6.9	8.4	4.2	32	389	WWYZ-F
WRCH-F	(EZ)	37/ 4.1	4.4	6.5	6.1	7.2	5.3	37/578	550/11.0	14.1	16.3	2.9	22	423	WRCH-F
9. WREB	(N/T)	29/ 3.2	1.7	0.8	2.4	1.2	2.0	29/202	202/ 4.0	3.5	4.5	0.4	3	69	WREB
10. WCCC-F	(AOR)	28/ 3.1	3.7	4.1	3.1	2.2	3.5	29/578	511/10.2	10.7	10.8	3.8	29	417	WCCC-F
11. WAAF-F	(AOR)	25/ 2.7	2.9	1.9	1.3	1.8	2.2	30/592	508/10.1	9.0	8.6	3.5	27	422	WAAF-F
12. WKSS-F	(CHR)	24/ 2.6	2.3	1.1	1.7	1.6	1.9	24/486	479/ 9.5	8.4	9.0	4.1	31	593	WKSS-F
13. WDRC-F	(O)	21/ 2.3	2.3	2.8	2.0	1.7	2.3	21/388	369/ 7.4	8.1	8.6	3.5	27	354	WDRC-F
WNNZ	(O)	21/ 2.3	1.2	2.2	1.8	2.7	1.9	21/287	269/ 5.4	6.1	7.1	0.9	7	186	WNNZ
15. WSPR	(N/T)	20/ 2.2	1.4	1.3	2.1	1.2	1.8	21/350	343/ 6.8	6.2	4.3	2.0	15	261	WSPR

12+ FM SHARE (METRO): 67.40% (521 of 773) (SPG 89: 71.57%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTIC-F>	1 WAQY-F>	1 WAQY-F<	1 WHYN-F	1 WHYN-F	1 WHYN <	1 WHYN-F<	1 WHYN-F	1 WHYN-F	1 WAQY-F	1 WHYN >
2 WAAF-F	2 WTIC-F	2 WHYN-F>	2 WAQY-F	2 WMAS-F<	2 WMAS	2 WHYN	2 WMAS-F	2 WTIC-F	2 WHYN	2 WMAS-F
3 WAQY-F	3 WHYN-F>	3 WTIC-F	3 WMAS-F>	3 WAQY-F>	3 WHYN-F	3 WMAS-F	3 WAQY-F	3 WAQY-F>	3 WTIC-F>	3 WAQY-F
4	4 WMAS-F	WMAS-F>	4 WHYN >	4 WHYN	4 WMAS-F	4 WTIC-F	4 WMAS <	4 WMAS-F	4 WHYN-F	4 WHYN-F
5	5 WCCC-F	5 WHYN	5 WTIC-F	5	5	5 WMAS <	5 WTIC-F	5 WHYN	5 WAAF-F	5
6	6	6	6	6	6	6 WAQY-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WTIC-F>>	1 WHYN	1 WHYN-F	1 WHYN-F	1 WHYN-F	1 WTIC-F	1 WAQY-F>>	1 WAQY-F>>	1 WAQY-F>	1 WAQY-F
2 WHYN-F	2 WTIC-F	2 WMAS-F	2 WMAS-F	2 WMAS-F>>	WAQY-F>>	2 WIOF-F	2 WCCC-F	2 WHYN-F	2 WHYN-F>
WAQY-F	3 WMAS-F	3 WAQY-F>	3 WTIC-F>	3 WTIC-F	3 WCCC-F	3 WCCC-F>	3 WHYN-F>>	3 WTIC-F	3 WHYN
4 WMAS-F	4 WAQY-F	4 WTIC-F	4 WAQY-F>	4 WHYN	4 WAAF-F>	4 WHYN-F>	4 WWYZ-F	4 WCCC-F	4 WDRC-F
5 WKSS-F>	5	5 WRCH-F	5 WHYN	5 WAQY-F	5	5 WHYN	WKSS-F	WHYN	WMAS-F
6	6	6	6	6		6	WHYN	6	6 WCCC-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		111 (3)	111 (3)	14.4	13.3
AOR/CLASSIC		145 (4)	145 (4)	18.8	17.5
AC/OLDIES/SOFT ROCK	21 (1)	185 (4)	206 (5)	26.6	30.3
MOR/VARIETY	104 (5)		104 (5)	13.5	14.1
COUNTRY	16 (1)	37 (1)	53 (2)	6.9	5.9
BLACK/URBAN					
BEAUTIFUL/EASY		43 (2)	43 (2)	5.6	9.6
NEWS/TALK	49 (2)		49 (2)	6.3	2.7
NOSTALGIA	55 (1)		55 (1)	7.1	6.1
RELIGION/GOSPEL	7 (1)		7 (1)	0.9	0.5
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	252 (11)	521 (14)	773 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WACE	730	Chicopee	0.8/3.0/ 7/ 150
WARE	1250	Ware	0.9/3.3/ 8/ 164
WHMP	1400	Northampton	1.5/4.5/ 14/ 230
WHMP-F	99.3	Northampton	1.5/10.1/ 25/ 605
WIXY	1600	East Longmeadow	1.8/3.5/ 16/ 176
WBZ	107.3	Worcester/Bostn	0.3/1.4/ 3/ 77
WHCN-F	105.9	Hartford	1.1/4.1/ 11/ 226
WIOF-F	104.1	Waterbury	0.8/3.4/ 7/ 169
WSRS-F	96.1	Worcester	0.7/5.0/ 10/ 316
WTIC	1080	Hartford	1.3/4.5/ 16/ 243

RADIO STATIONS

WHMP,	1400,	1 KW	, MOR	NBC ,	$ 17.00	(K & P)	Sillerman	Tom Hennessy
WHYN,	560,	5 KW/1 KW (DA-2)	, MOR/FULL SER.	ABC I ,	$ 39.00	(McGuild)	Wilks-Schwartz	Marc Berman
WMAS,	1450,	1 KW	, NOSTALGIA	CBS, UNISUP,	$ 25.00	(Banner)	Lappin	Joe Rizza
WNNZ,	640,	50 KW/1 KW (DA-2)	, OLDIES	UNIULT, CBS ,	$ 18.00	(K & P)		Bob Chapman
WREB,	930,	500 W (DAYS)	, TALK	,	$ 16.00	(——)		Larry Milesky
WSPR,	1270,	5 KW/1 KW (DA-2)	, TALK	MBS, APR,	$ 19.00	(Roslin)		Dan York
WAQY-F,	102.1,	17 KW @ 782,	AOR	ABC F,	$ 60.00	(Katz)	Sunshine	Fred Steinman
WHMP-F,	99.3,	3 KW @ 322,	CHR	,	$ 25.00	(K & P)	Sillerman	Tom Hennessy
WHYN-F,	93.1,	9 KW @ 1000,	AC/OLDIES	,	$ 65.00	(McGuild)	Wilks-Schwartz	Marc Berman
WMAS-F,	94.7,	50 KW @ 195,	AC	MBS ,	$ 54.00	(Banner)	Lappin	Joe Rizza

OTHER RANKED STATIONS — See Hartford

SPRINGFIELD, MO

Arbitron Rank/Pop (12+): 158/197,600

MSA Rank/Pop: 183/236,200
ADI # 83
Average Person Ratings: 15.2
Market TSL: 20.00 hours

Stations: 12/12
Diaries: 578/342:1/57.1%
Sample Target: 560
% Below Line: 0.0
% Not Listed: 12.3

1989 Revenue: $9,700,000
HH Inc.: $23,898
Retail $: 1.8 Bil
Pop per Station: 16,466
#1 Biller: KTTS A/F $3,800,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KTTS-F	(C)	52/17.3	----	17.6	----	19.2	----	157/1610	635/32.1		33.9		15.1	48	717	KTTS-F
2. KKHT-F	(CHR)	48/16.0	----	26.7	----	22.5	----	83/1171	550/27.8		41.2		23.0	72	709	KKHT-F
3. KXUS-F	(AOR)	29/ 9.7	----	11.9	----	12.3	----	45/618	397/20.1		23.4		10.1	32	556	KXUS-F
KGBX-F	(AC)	29/ 9.7	----	----	----	----	----	55/625	418/18.4		0.0		7.6	24	278	KGBX-F
5. KTXR-F	(EZ)	27/ 9.0	----	10.6	----	7.6	----	69/995	405/20.5		21.1		6.6	21	391	KTXR-F
6. KLTQ-F	(AC)	21/ 7.0	----	4.9	----	----	----	22/326	277/14.0		9.4		7.6	24	293	KLTQ-F
7. KTTS	(C)	19/ 6.3	----	4.6	----	6.9	----	31/450	281/14.2		14.3		8.8	28	321	KTTS
8. KWTO	(C)	18/ 6.0	----	5.8	----	9.1	----	35/562	238/12.0		13.4		2.2	7	304	KWTO
9. KTOZ-F	(C)	8/ 2.7	----	1.5	----	2.2	----	18/190	94/ 4.8		5.8		1.3	4	49	KTOZ-F
10. KTOZ	(BB)	6/ 2.0	----	1.2	----	1.1	----	6/52	52/ 2.6		3.3					KTOZ

12+ FM SHARE (METRO): 82.51% (217 of 263) (SPG 89: 84.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKHT-F	1 KXUS-F	1 KKHT-F	1 KGBX-F	1 KTTS-F	1 KTTS-F>>	1 KTTS-F>	1 KTTS-F	1 KKHT-F	1 KKHT-F>	1 KTTS-F>>
2	2 KKHT-F>	2 KXUS-F	2 KTTS-F>	2 KGBX-F>	2 KTXR-F	2 KKHT-F>	2 KKHT-F	2 KTTS-F	2 KTTS-F>	2 KXUS-F
3	3 KLTQ-F	3 KGBX-F	3 KXUS-F	3 KLTQ-F	3 KTTS	3 KTTS <	3 KGBX-F<	3 KXUS-F	3 KTXR-F	3 KTTS
4	4 KGBX-F	4 KTTS-F	4 KLTQ-F	4 KXUS-F	4 KGBX-F	4 KGBX-F	4 KXUS-F	4 KTXR-F	4 KXUS-F	KKHT-F
5	5	5 KLTQ-F	5 KKHT-F	5 KKHT-F	5	5	5	KGBX-F	5 KGBX-F	KGBX-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKHT-F>>	1 KKHT-F>	1 KLTQ-F	1 KKHT-F>	1 KGBX-F	1 KKHT-F	1 KXUS-F>	1 KXUS-F>	1 KXUS-F	1 KTTS-F
2 KXUS-F>>	2 KXUS-F>	2 KXUS-F	2 KXUS-F	2 KTTS-F	2 KXUS-F>	2 KLTQ-F	2 KLTQ-F	2 KTTS-F	2 KGBX-F
3 KTTS-F	3 KLTQ-F	KKHT-F	3 KGBX-F	3 KLTQ-F	3 KTOZ-F>	KKHT-F	KGBX-F	KGBX-F	3 KXUS-F
KLTQ-F	4 KGBX-F	KGBX-F>>	4 KTTS-F	KKHT-F>	4 KTXR-F	4 KGBX-F	4 KTTS-F>>	4 KKHT-F	4 KLTQ-F>
KGBX-F	5	5	5 KLTQ-F	5 KTXR-F	KLTQ-F>>	5 KTTS-F	5	5 KLTQ-F	5 KKHT-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		48 (1)	48 (1)	18.3	30.3
AOR/CLASSIC		32 (2)	32 (2)	12.2	1.0
AC/OLDIES/SOFT ROCK		50 (2)	50 (2)	19.0	19.3
MOR/VARIETY					
COUNTRY	37 (2)	60 (2)	97 (4)	36.9	31.7
BLACK/URBAN					
BEAUTIFUL/EASY		27 (1)	27 (1)	10.3	12.1
NEWS/TALK					
NOSTALGIA	6 (1)		6 (1)	2.3	
RELIGION/GOSPEL	3 (1)		3 (1)	1.1	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					5.5
	46 (4)	217 (8)	263 (12)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KLFJ	1550	Sparta/Spngfld.	1.0/4.8/ 4/ 124
KXBR-F	93.5	Greenfield	1.0/4.5/ 3/ 107

RADIO STATIONS

KTOZ, 1060, 500 W (DAYS)	, NOSTALGIA		, $ 10.00	(----)			Larry Campbell
KTTS, 1250, 5 KW (DA-N)	, COUNTRY	ABC D	, $ 17.00	(Torbet)	Great Empire		Curt Brown
KWTO, 560, 5 KW (DA-N)	, COUNTRY	ABC I	, $ 20.00	(Banner)	Cole		Bill Williamson
KGBX-F, 105.9, 50 KW @ 500,	AC		, $ 22.00	(HNWH)	Borders	(BOLIVAR)	Bob May
KKHT-F, 98.7, 100 KW @ 600,	CHR	ABC C	, $ 46.00	(Banner)	Cole		Bill Williamson
KLTQ-F, 96.5, 1.6 KW @ 453,	AC	UNISUP	, $ 17.00	(----)		(SPARTA)	Rick Jesse
KTOZ-F, 104.9, 50 KW @ 492,	COUNTRY	MBS, UNIULT	, $ 10.00	(----)		(MARSHFIELD)	Larry Campbell
KTTS-F, 94.7, 100 KW @ 659,	COUNTRY	ABC D	, $ 58.00	(Torbet)	Great Empire		Curt Brown
KTXR-F, 101.5, 100 KW @ 1150,	EZ	NBC	, $ 8.00	(----)		(GREENFIELD)	Steve Evans
KXUS-F, 97.3, 100 KW @ 480,	AOR	ABC R	, $ 40.00	(Republic)	Demaree		Mike Crowder

Miscellaneous Comments: KWTO-F changes calls to KKHT-F (Jan)...KTOZ-F apparently has changed from AC to COUNTRY... KXUS reclassified from AC to AOR...

STEUBENVILLE

Arbitron Rank/Pop (12+): 208/124,900
MSA Rank/Pop: 252/145,300
ADI # 137 (w/Wheeling)
Average Person Ratings: 17.3
Market TSL: 22.50 hours

Stations: 22/3
Diaries: 546/229:1/54.7%
Sample Target: 550
% Below Line: 60.2
% Not Listed: 18.1

1989 Revenue: $1,900,000
HH Inc.: $24,539
Retail $: .81 Bil
Pop per Station: 41,633
#1 Biller: WKKY-F $700,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WSTV	(N/T)	20/ 9.3	——	8.4	——	14.9	——	20/205	205/16.4		15.8					WSTV
	WRKY-F	(CHR)	20/ 9.3	——	11.2	——	13.9	——	20/391	391/31.3		25.5					WRKY-F
3.	WOMP-F	(CHR)	16/ 7.4	——	12.6	——	6.0	——	16/219	219/17.5		20.1					WOMP-F
4.	WWVA	(C)	14/ 6.5	——	3.7	——	5.5	——	14/195	195/15.6		11.9					WWVA
5.	WWSW-F	(O)	13/ 6.0	——	5.6	——	7.5	——	13/204	204/16.3		15.4					WWSW-F
6.	WOVK-F	(C)	11/ 5.1	——	5.6	——	3.0	——	11/122	122/ 9.8		9.3					WOVK-F
	WAMO-F	(B)	11/ 5.1	——	1.9	——	4.0	——	11/98	98/ 7.8		4.7					WAMO-F
8.	WDVE-F	(AOR)	10/ 4.6	——	7.5	——	8.0	——	10/166	166/13.3		17.7					WDVE-F
9.	WELA-F	(C)	9/ 4.2	——	3.3	——	4.5	——	9/127	127/10.2		8.9					WELA-F
	WSHH-F	(EZ)	9/ 4.2	——	4.7	——	4.5	——	9/ 92	92/ 7.4		12.1					WSHH-F

12+ FM SHARE (METRO): 74.01% (131 of 177) (SPG 89: 77.97%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F	1 WRKY-F>	1 WRKY-F>	1 WWSW-F	1 WWSW-F	1 WSTV >	1 WSTV	1 WSTV >	1 WSTV	1 WOMP-F	1 WOMP-F>
2 WAMO-F	2 WDVE-F	2 WWSW-F	2 WRKY-F	2 WRKY-F>	2 WWVA >	2 WRKY-F	2 WWVA	WRKY-F	WRKY-F>	2 KDKA
3 WRKY-F>	3 WOMP-F	3 WOMP-F	3	3 WOMP-F	3 WWSW-F	3 WWVA	WRKY-F	3 WWSW-F	3 WDVE-F	WSTV
4 WBZZ-F	WAMO-F	4 WDVE-F	4	WSTV	WSHH-F	4	4 WWSW-F	4 WWVA	4 WAMO-F	4
5	5	5	5	5	WOVK-F	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>>	1 WRKY-F>	1 WWSW-F	1 WOMP-F	1 WDVE-F	1 WWSW-F	1 WRKY-F	1 WRKY-F
2 WOVK-F	2 WOVK-F	2 WWSW-F	2 WWSW-F	WRKY-F>	WDVE-F	WRKY-F>	WDVE-F	2 WWSW-F	2 WDVE-F
WOMP-F>>	WOMP-F	WDVE-F	WOMP-F	3 WSHH-F	WRKY-F>>	3 WWSW-F	WRKY-F>	WDVE-F	WSTV
4	WDVE-F	WAMO-F>>	4	WOMP-F	4	WOMP-F	4 WMYG-F	4	4
	WAMO-F	5	5	WLTJ-F		WEGW-F	WEGW-F	5	5
	6		6	WELA-F		WAMO-F	WAMO-F>	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		45 (4)	45 (4)	25.4	32.8
AOR/CLASSIC		13 (2)	13 (2)	7.3	9.6
AC/OLDIES/SOFT ROCK		29 (4)	29 (4)	16.4	7.9
MOR/VARIETY	9 (2)		9 (2)	5.1	5.1
COUNTRY	14 (1)	23 (4)	37 (5)	20.9	16.9
BLACK/URBAN		11 (1)	11 (1)	6.2	2.3
BEAUTIFUL/EASY		9 (1)	9 (1)	5.1	12.4
NEWS/TALK	20 (1)		20 (1)	11.3	10.2
NOSTALGIA	3 (1)		3 (1)	1.7	
RELIGION/GOSPEL		1 (1)	1 (1)	0.6	0.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					2.3
	46 (5)	131 (17)	177 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WEIR	1430	Weirton	3.2/10.2/ 7/ 128
KDKA	1020	Pittsburgh	0.9/9.0/ 2/ 112
WBBD	1600	Wheeling	1.4/2.4/ 3/ 30
WBZZ-F	93.7	Pittsburgh	2.3/13.4/ 5/ 167
WDSY-F	107.9	Pittsburgh	0.5/2.7/ 1/ 34
WEGW-F	107.5	Wheeling/Stebvl	2.8/9.0/ 6/ 112
WELA-F	104.3	E Liverpl/Pitt.	4.2/10.2/ 9/ 127
WHLX-F	105.5	Bethlehem/Wheel	1.9/3.8/ 4/ 48
WKWK-F	97.3	Wheeling/stebvl	2.3/8.6/ 5/ 108
WLTJ-F	92.9	Pittsburgh	2.3/5.8/ 5/ 72
WMYG-F	96.9	Braddock	1.4/4.5/ 3/ 56
WPIT-F	101.5	Pittsburgh	0.5/2.3/ 1/ 29
WQXK-F	105.1	Salem/Youngstwn	0.9/6.5/ 2/ 81
WSHH-F	99.7	Pittsburgh	4.2/7.4/ 9/ 92

RADIO STATIONS

WEIR, 1430, 1 KW (DA-2) , MOR APR , $ 14.00 (HB&H) (WEIRTON, WV) Marvel Virtue
WSTV, 1340, 1 KW , NEWS/TALK MBS, TALKNT , $ 26.00 (Regional) Associated Bill Chesson

WRKY-F, 103.5, 16 KW @ 880, CHR , $ 30.00 (Regional) Associated Bill Chesson
WELA-F, 104.3, 50 KW @ 335, COUNTRY SMN , $ 14.00 (——) (E. LIVERPOOL, OH) Ron Aughinbaugh

OTHER RANKED STATIONS: See Wheeling or Pittsburgh Miscellaneous Comments: WEIR A/F sold for $2,600,000 (Kozacko-Horton)

STOCKTON

Arbitron Rank/Pop (12+): 90/392,400

MSA Rank/Pop: 104/469,600
ADI # 21 (w/Modesto & Sacramento)
Average Person Ratings: 16.4
Market TSL: 22.25 hours

Stations: 38/9
Diaries: 813/483:1/47.2%
Sample Target: 780
% Below Line: 55.0
% Not Listed: 21.2

1989 Revenue: $7,800,000
HH Inc.: $27,343
Retail $: 2.5 Bil
Pop per Station: 43,600
#1 Biller: KWG/KYBB-F $1,900,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KHOP-F	(CHR)	47/ 7.3	6.8	10.4	4.4	6.5	----		841/21.4	22.1	25.0		9.4	61	649	KHOP-F
2. KBEE-F	(EZ)	42/ 6.5	5.9	3.8	5.5	6.1	----		453/11.5	13.6	9.8		5.5	36	435	KBEE-F
3. KRAK	(C)	34/ 5.3	5.7	5.6	9.1	6.3	----		353/ 9.0	10.4	10.3		4.2	27	390	KRAK
4. KJOY-F	(SAC)	29/ 4.5	5.5	4.8	2.7	3.5	----		347/ 8.8	9.5	10.7		0.8	5	133	KJOY-F
5. KCBS	(T)	28/ 4.4	2.9	3.9	3.2	2.9	----		406/10.3	10.9	10.4		3.1	20	307	KCBS
6. KMEL-F	(CHR)	25/ 3.9	4.4	4.3	2.1	3.1	----		331/ 8.4	9.3	11.2		7.2	47	461	KMEL-F
KSTN-F	(SP)	25/ 3.9	2.8	1.2	2.8	2.9	----		270/ 6.9	6.3	3.2		2.5	16	154	KSTN-F
8. KWG	(O)	23/ 3.6	2.8	4.1	4.1	5.2	----		338/ 8.6	7.3	9.1		3.7	24	309	KWG
9. KFMR-F	(C)	21/ 3.3	3.4	3.1	6.5	5.0	----		321/ 8.2	10.0	9.8		6.0	39	325	KFMR-F
10. KNBR	(MOR)	20/ 3.1	6.2	4.6	3.0	3.6	----		422/10.8	16.3	10.7		4.3	28	372	KNBR
11. KDJK-F	(AOR)	19/ 3.0	4.1	5.1	3.2	5.6	----		254/ 6.5	8.0	9.0		3.1	20	222	KDJK-F
12. KVFX-F	(CL AOR)	18/ 2.8	1.3	0.8	2.2	4.0	----		251/ 6.4	4.2	6.7		5.1	33	298	KVFX-F
13. KFRC	(BB)	16/ 2.5	2.3	5.4	1.3	1.5	----		222/ 5.7	6.1	6.8		2.2	14	174	KFRC
14. KCVR	(SP)	15/ 2.3	1.6	----	0.9	1.3	----		167/ 4.3	4.2	0.0		2.0	13	155	KCVR
15. KWIN-F	(CHR)	14/ 2.2	2.0	3.6	3.6	7.3	----		375/ 9.6	9.6	13.1		4.3	28	531	KWIN-F

NOTE: Stockton's MSA & TSA are the same

12+ FM SHARE (METRO): 62.65% (317 of 506) (SPG 89: 61.28%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KHOP-F	1 KHOP-F>	1 KHOP-F>	1 KJOY-F<	1 KRAK	1 KBEE-F	1 KCBS <	1 KBEE-F	1 KHOP-F>	1 KHOP-F	1 KGO
2 KMEL-F>	2 KDJK-F	2 KSTN-F	2 KHOP-F	KWG <	2 KRAK	2 KHOP-F	2 KHOP-F<	2 KBEE-F	2 KNBR >	2 KHOP-F
3 KWOD-F	3 KMEL-F	KJOY-F	KWG	3 KJOY-F	3 KCBS >	3 KRAK <	3 KRAK	3 KJOY-F	3 KSTN-F<	3 KBEE-F>
KSTN-F	KSTN-F	4 KMEL-F	4 KSTN-F	4 KHOP-F	4 KNBR	4 KBEE-F>	4 KWG	4 KSTN-F	4 KMEL-F	4 KNBR
KSTN	5 KVFX-F	KWG	5 KRAK	5 KSTN-F	KFMR-F	5 KJOY-F<	5 KJOY-F	5 KDJK-F	5 KCBS	5
6	KJOY-F	6	KMEL-F	6	6 KFRC	6 KWG	6	6 KRAK <	KSTN	6
								7 KWG		

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KHOP-F>>	1 KHOP-F>	1 KJOY-F>	1 KHOP-F	1 KJOY-F	1 KDJK-F>	1 KDJK-F<	1 KWG >	1 KHOP-F	1 KWG
2 KWOD-F	2 KJOY-F	2 KMEL-F	2 KJOY-F	2 KBEE-F	2 KHOP-F>>	2 KHOP-F>	2 KHOP-F	2 KDJK-F	2 KRAK
KSTN-F	3 KMEL-F	3 KHOP-F	3 KSTN-F	3 KRAK	3 KVFX-F	3 KWG	3 KRAK-F	3 KWG >	3 KHOP-F
4 KVFX-F	KSTN-F>	4 KSTN-F>	4 KMEL-F	4 KMEL-F	KRXQ-F	4 KVFX-F	KSTN-F	4 KVFX-F	4 KNBR
5 KMEL-F	5 KVFX-F	5 KWIN-F	5 KVFX-F	KHOP-F	KMEL-F	5 KRAK-F	5 KVFX-F	KYBB-F	KYBB-F
6	6	KCVR	6	KSTN-F	KWIN-F	KMEL-F	6	6	6
					KCVR >>	KSTN-F			

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		99 (5)	99 (5)	19.6	26.7
AOR/CLASSIC		55 (5)	55 (5)	10.9	8.0
AC/OLDIES/SOFT ROCK	30 (3)	54 (6)	84 (9)	16.6	12.1
MOR/VARIETY	20 (1)		20 (1)	4.0	6.2
COUNTRY	44 (2)	32 (2)	76 (4)	15.0	14.6
BLACK/URBAN		3 (1)	3 (1)	0.6	0.4
BEAUTIFUL/EASY	3 (1)	42 (1)	45 (2)	8.9	10.1
NEWS/TALK	46 (4)		46 (4)	9.1	8.2
NOSTALGIA	16 (1)		16 (1)	3.2	7.6
RELIGION/GOSPEL		3 (1)	3 (1)	0.6	
SPANISH	30 (3)	25 (1)	55 (4)	10.9	5.4
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.8	0.8
UNKNOWN/OTHERS					
	189 (15)	317 (23)	506 (38)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KJAX	1280	Stockton	0.5/2.2/ 3/ 85
KSTN	1420	STOCKTON	1.7/6.5/ 11/ 255
KYBB-F	100.9	TRACY	1.9/7.1/ 12/ 277
KABL	960	Oakland	0.5/0.3/ 3/ 49
KAER-F	92.5	Sacramento	0.5/1.5/ 3/ 60
KAMB-F	101.5	Merced	0.5/1.5/ 3/ 58
KFBK	1530	SACRAMENTO	0.5/2.9/ 3/ 114
KGO	810	SAN FRANCISCO	1.9/6.3/ 12/ 246
KLOC	920	Ceres	0.6/2.1/ 4/ 84
KOIT-F	96.5	San Francisco	0.3/1.1/ 2/ 50
KOOK	970	Modesto	0.3/1.2/ 2/ 49
KOSO-F	93.1	PATTERSON/MDSTO	1.1/5.6/ 7/ 220
KQPT-F	100.5	SACRAMENTO	0.6/1.7/ 4/ 67
KRAK-F	105.1	SACRAMENTO	1.7/5.9/ 11/ 230
KRQR-F	97.3	SAN FRANCISCO	0.6/1.9/ 4/ 74
KRXQ-F	93.7	Roseville/Scrmt	0.8/1.6/ 5/ 61
KSFM-F	102.5	WOODLAND	0.5/3.8/ 3/ 149
KSFO	560	SAN FRANCISCO	0.8/2.3/ 5/ 89
KSOL-F	107.7	SAN MATEO	0.5/2.3/ 3/ 92
KTRB	860	MODESTO/STOCKTN	1.6/3.8/ 10/ 150
KWOD-F	106.5	SACRAMENTO	1.6/6.4/ 10/ 252
KYA -F	93.3	San Francisco	0.2/0.6/ 1/ 25
KZAP-F	98.5	SACRAMENTO	1.4/4.6/ 9/ 182

RADIO STATIONS

KCVR ,	1570,	5 KW/500 W (DA-2),	Hispanic	,	$14.00	(Lotus)		
KJAX ,	1280,	1 KW (DA-N) ,	Talk	MBS TALKNT,	$10.00	(Christal)		Joel Gamble
KSTN ,	1420,	5 KW/1KW (DA-2) ,	Hispanic	ABC C,	$15.00	(Roslin)		Knox LaRue
KWG ,	1230,	1 KW ,	Oldies	MBS UNISUP,	$17.00	(Katz)	Home News	Ken Thompson
KFMR-F,	100.1,	3 KW @ 285 ,	Country	,	$24.00	(CBS)		Susan Carson
KJOY-F,	99.3,	2.3 KW @ 330 ,	Soft AC	UNISUP UNIULT,	$23.00	(Christal)		Joel Gamble
KSTN-F,	107.3,	8 KW @ 1614 ,	Hispanic	ABC C,	$18.00	(Roslin)		Knox LaRue
KWIN-F,	97.7,	3 KW @ 300 ,	CHR	,	$21.00	(MMR)	(LODI)	
KYBB-F,	100.9,	3 KW @ 328 ,	Oldies	UNISUP UNIULT,	$20.00	(Katz)	Home News	Ken Thompson

Other ranked stations — See Sacramento, Modesto or San Francisco

SYRACUSE

Arbitron Rank/Pop (12+): 66/540,300

MSA Rank/Pop: 76/650,400
ADI # 68
Average Person Ratings: 16.7
Market TSL: 22.00 hours

Stations: 21/16
Diaries: 999/541:1/58.0%
Sample Target: 920
% Below Line: 8.4
% Not Listed: 16.8

1989 Revenue: $17,000,000
HH Inc.: $30,327
Retail $: 4.3 Bil
Pop per Station: 33,768
#1 Biller: WYYY-F $5,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WYYY-F	(AC)	116/12.8	11.3	14.1	15.7	11.8	13.5	156/2104	1620/30.0	32.0	31.4		10.3	87	1497	WYYY-F
2. WNTQ-F	(CHR)	88/ 9.7	12.8	11.4	10.0	13.9	11.0	105/1838	1419/26.3	28.9	30.7		15.3	129	1599	WNTQ-F
3. WSYR	(MOR)	84/ 9.3	9.7	9.6	10.0	10.8	9.6	87/1344	1183/21.9	25.3	23.4		9.3	78	1241	WSYR
4. WKFM-F	(CL AOR)	71/ 7.9	8.0	6.2	7.3	7.4	7.3	85/1384	1122/20.8	18.5	18.7		9.3	78	1340	WKFM-F
5. WAQX-F	(AOR)	69/ 7.6	7.5	6.7	7.3	7.8	7.3	74/1037	920/17.0	18.8	18.7		10.1	85	924	WAQX-F
6. WRHP-F	(EZ)	64/ 7.1	5.6	6.9	6.6	6.5	6.6	77/867	677/12.5	12.5	11.7		3.4	29	426	WRHP-F
7. WSEN-AF	(O)	34/ 3.7	5.6	5.5	5.8	5.8	5.2	45/845	712/13.2	14.1	16.5		4.7	39	550	WSEN-AF
8. WEZG-F	(SAC)	31/ 3.4	3.4	3.1	2.7	2.7	3.2	31/487	466/ 8.6	9.5	9.1		3.0	25	274	WEZG-F
9. WPCX-F	(C)	29/ 3.2	2.8	2.1	2.1	4.0	2.5	80/718	257/ 4.8	5.9	8.0		1.1	9	227	WPCX-F
10. WHEN	(MOR)	28/ 3.1	3.5	3.3	3.3	4.2	3.3	39/733	563/10.4	11.4	15.2		2.9	24	409	WHEN
11. WFBL	(BB)	25/ 2.8	2.9	4.5	2.8	0.7	3.3	28/430	386/ 7.1	9.1	2.7		1.8	15	356	WFBL
12. WSCP-F	(C)	24/ 2.7	1.7	1.8	0.9	0.8	1.8	25/229	172/ 3.1	2.1	3.1		2.0	17	205	WSCP-F
13. WFRG-F	(C)	19/ 2.1	1.1	0.8	1.5	0.5	1.4	42/462	200/ 3.7	2.7	1.4		0.8	7	139	WFRG-F
14. WXRA	(BB)	14/ 1.6	1.5	1.5	0.6	0.5	1.3	14/169	160/ 3.0	3.4	3.0		1.0	8	70	WXRA
15. WNDR	(C)	13/ 1.4	2.0	1.7	1.5	2.6	1.6	13/321	2587/ 5.3	6.1	7.3		1.5	13	175	WNDR

12+ FM SHARE (METRO): 77.63% (583 of 751) (SPG 89: 75.65%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WNTQ-F	1 WYYY-F	1 WYYY-F>	1 WYYY-F>	1 WYYY-F>	1 WSYR	1 WSYR <	1 WYYY-F>	1 WYYY-F>	1 WYYY-F	1 WSYR >>
2	2 WKFM-F	2 WKFM-F<	2 WNTQ-F	2 WNTQ-F	2 WRHP-F>	2 WYYY-F>	2 WNTQ-F	2 WNTQ-F	2 WNTQ-F	2 WYYY-F
3	WAQX-F	3 WNTQ-F<	3 WKFM-F<	3 WSYR <	3 WYYY-F>	3 WNTQ-F>	3 WRHP-F	3 WKFM-F	3 WSYR	3 WNTQ-F
4	4 WNTQ-F	4 WAQX-F>	4 WAQX-F<	4 WKFM-F	4 WHEN	4 WKFM-F	WAQX-F	4 WAQX-F<	4 WAQX-F<	WHEN
5	5	5 WSEN-AF	5 WSEN-AF	5 WAQX-F<	WFBL	5 WAQX-F	5 WKFM-F	5 WRHP-F	5 WKFM-F	5
6	6	6	6 WSYR	6 WSEN-AF	6	6	6	6 WSYR	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WNTQ-F	1 WYYY-F	1 WYYY-F>>	1 WYYY-F>	1 WYYY-F>	1 WKFM-F	1 WKFM-F	1 WYYY-F	1 WYYY-F	1 WYYY-F>
2 WAQX-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WNTQ-F>	2 WAQX-F>	2 WAQX-F	2 WAQX-F	WKFM-F	2 WKFM-F
3 WYYY-F	3 WAQX-F	3 WKFM-F	3 WAQX-F	3 WSYR	3 WYYY-F	3 WYYY-F>	3 WKFM-F	3 WAQX-F>	3 WAQX-F
4 WKFM-F>	4 WKFM-F	4 WAQX-F>>	4 WKFM-F	4 WSEN-AF<	4 WNTQ-F>	4 WNTQ-F	4 WNTQ-F>>	4 WNTQ-F>	4 WSYR
5 WSCP-F>>	5	5	5 WEZG-F	5 WEZG-F	5 WKLX-F	5	5 WOUR-F	5 WSEN-AF	5 WSEN-AF
6	6		6 WSEN-AF	6 WRHP-F	6 WPCX-F	6	WEZG-F>	6	WNTQ-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		94 (2)	94 (2)	12.5	17.1
AOR/CLASSIC		151 (3)	151 (3)	20.1	18.8
AC/OLDIES/SOFT ROCK	4 (1)	193 (5)	197 (6)	26.2	20.9
MOR/VARIETY	112 (2)		112 (2)	14.9	17.8
COUNTRY	13 (1)	72 (3)	85 (4)	11.3	9.4
BLACK/URBAN					
BEAUTIFUL/EASY		64 (1)	64 (1)	8.5	10.9
NEWS/TALK					
NOSTALGIA	39 (2)		39 (2)	5.2	2.7
RELIGION/GOSPEL		9 (1)	9 (1)	1.2	2.1
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	168 (6)	583 (15)	751 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGES-F	105.5	Oswego	0.6/1.2/ 5/ 71
WMHR-F	102.9	Syracuse	1.0/3.6/ 22/ 302
WKLX-F	98.9	Rochester	1.2/1.4/ 27/ 299
WOUR-F	96.9	Utica	1.2/4.7/ 26/ 424
WRCK-F	107.3	Utica	0.7/2.6/ 14/ 316

RADIO STATIONS

WKBL, 1390,	5 KW (DA-N)	, NOSTALGIA	CNN, UNISUP ,	$ 18.00	(Christal)	Wilks-Schwartz	Jay Sterin
WHEN, 620,	5 KW/1 KW (DA-N)	, MOR/AC	ABC E ,	$ 30.00	(Banner)	Park	John Enoch
WNDR, 1260,	5 KW (DA-N)	, COUNTRY	CBS, UNISUP ,	$ 16.00	(McGuild)	Osborn	
WSYR, 570,	5 KW (DA-2)	, MOR/FULL SER.	NBC ,	$ 70.00	(Katz)	New City	John Terboss
WXRA, 1200,	1 KW	, NOSTALGIA	,	$ 15.00	(Durpetti)		Marty Mercurio
WAQX-F, 95.7,	25 KW @ 298,	AOR	ABC R ,	$ 42.00	(MMR)	Atlantic Ventures	Richard Harker
WKFM-F, 104.7,	50 KW @ 492,	CLASSIC AOR	SOURCE ,	$ 44.00	(Christal)	Wilks-Schwartz	Jay Sterin
WMHR-F, 102.9,	20 KW @ 782,	RELIGION	,	$ 12.00	(——)		Gordon Bell
WNTQ-F, 93.1,	97 KW @ 660,	CHR	,	$ 51.00	(McGuild)	Osborn	
WRHP-F, 107.9,	50 KW @ 500,	EZ	ABC D ,	$ 37.00	(Banner)	Park	John Enoch
WSCP-F, 101.7,	2.5 KW @ 365,	COUNTRY	UNIULT ,	$ 20.00	(——)	(PULASKI)	
WSEN-F, 92.1,	25 KW @ 200,	OLDIES	CBS, UNISUP ,	$ 33.00	(HNWH)	Buckley	Joel Friedman
WYYY-F, 94.5,	100 KW @ 650,	AC	,	$ 110.00	(Katz)	NewCity	John Terboss
WEZG-F, 100.9,	3 KW @ 165,	SOFT AC	UNISUP ,	$ 29.00	(Durpetti)		Marty Mercurio
WPCX-F, 106.9,	45 KW @ 530,	COUNTRY	SMN ,	$ 19.00	(Market 4)	(AUBURN)	Dick Ducayne

Miscellaneous Comments: WAQX-F sold by Atlantic Ventures for $4,000,000 (Americom/Skye Fischer)...

TALLAHASSEE

Arbitron Rank/Pop (12+): 172/167,400
MSA Rank/Pop: 186/230,200
ADI # 116
Average Person Ratings: 16.3
Market TSL: 21.75 hours

Stations: 11/10
Diaries: 558/300:1/47.9%
Sample Target: 550
% Below Line: 0.4
% Not Listed: 21.6

1989 Revenue: $7,000,000
HH Inc.: $25,335
Retail $: 1.7 Bil
Pop per Station: 16,740
#1 Biller: WTNT $1,300,000
WBGM-F

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTNT-F (C)	39/14.3	----	12.3	----	9.8	----	71/829	434/25.9		23.6		9.6	27	340	WTNT-F
2. WGLF-F (AOR)	34/12.5	----	16.0	----	18.1	----	54/567	409/24.4		32.3		15.7	44	582	WGLF-F
3. WANM (B)	31/11.4	----	13.4	----	14.2	----	33/348	311/18.6		14.7		8.6	24	293	WANM
4. WFHT-F (B)	30/11.0	----	4.8	----	10.2	----	44/596	369/22.0		11.6		11.4	32	388	WFHT-F
5. WTHZ-F (CHR)	22/ 8.1	----	11.5	----	14.2	----	27/598	469/28.0		29.9		11.4	32	516	WTHZ-F
6. WBGM-F (AC)	21/ 7.7	----	10.4	----	7.1	----	28/522	361/21.6		26.2		8.2	23	409	WBGM-F
7. WTMG-F (O)	13/ 4.8	----	4.5	----	3.9	----	17/285	222/13.3		11.3		6.4	18	225	WTMG-F
8. WMLO-F (EZ)	10/ 3.7	----	6.7	----	4.3	----	20/280	184/11.0		13.5		3.9	11	160	WMLO-F
9. WQHI-F (AC)	8/ 2.9	----	----	----	----	----	8/179	159/ 9.5		0.0		2.5	7	172	WQHI-F
10.															

12+ FM SHARE (METRO): 83.18% (178 of 214) (SPG 89: 80.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WTHZ-F>>	1 WGLF-F	1 WGLF-F	1 WTNT-F	1 WTNT-F	1 WTNT-F>	1 WTNT-F>	1 WTNT-F<	1 WGLF-F	1 WFHT-F>	1 WFHT-F
2 WFHT-F	2 WFHT-F	2 WFHT-F	WGLF-F	2 WGLF-F	2 WANM	2 WANM	2 WGLF-F>	2 WTNT-F	2 WGLF-F>	2 WTNT-F
3	3 WANM	3 WTNT-F	3 WFHT-F	3 WFHT-F	3 WTMG-F	3 WTHZ-F	3 WBGM-F	3 WFHT-F	3 WTNT-F	WGLF-F>>
4	4 WTNT-F	4 WANM	4 WBGM-F	4 WBGM-F	4 WMLO-F	4 WGLF-F<	4 WFHT-F	4 WANM	4 WTHZ-F	4 WBGM-F
5	5	5 WBGM-F	5 WANM	5 WANM	5 WBGM-F	5 WFHT-F	5 WANM	5 WTHZ-F	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WGLF-F	1 WFHT-F<	1 WFHT-F	1 WFHT-F	1 WTNT-F	1 WANM >	1 WGLF-F>>	1 WGLF-F>	1 WGLF-F>	1 WTNT-F
WFHT-F>	2 WGLF-F>	2 WTNT-F	2 WGLF-F	2 WBGM-F	2 WGLF-F>>	2 WFHT-F	2 WFHT-F	2 WTNT-F	WGLF-F
3 WANM >	3 WTNT-F	WGLF-F	3 WTNT-F	3 WFHT-F	3 WTHZ-F	WANM	3 WTNT-F>>	3 WFHT-F	3 WFHT-F>
4 WTNT-F	WBGM-F	WBGM-F	WBGM-F	WANM	WFHT-F	4 WTNT-F	4 WBGM-F	4 WANM	4 WBGM-F
WTHZ-F	WANM	5 WTHZ-F	WANM	5 WGLF-F	WBGM-F>>	5	WANM >	5 WBGM-F	5 WANM
WBGM-F>>	6	WANM >	6	6	6 WTNT-F	6	6 WTHZ-F	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		23 (2)	23 (2)	10.7	14.1
AOR/CLASSIC		34 (1)	34 (1)	15.9	19.5
AC/OLDIES/SOFT ROCK		42 (3)	42 (3)	19.6	18.2
MOR/VARIETY					
COUNTRY		39 (1)	39 (1)	18.2	15.0
BLACK/URBAN	31 (1)	30 (1)	61 (2)	28.5	22.3
BEAUTIFUL/EASY		10 (1)	10 (1)	4.7	8.2
NEWS/TALK	5 (1)		5 (1)	2.3	1.8
NOSTALGIA					
RELIGION/GOSPEL					0.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	36 (2)	178 (9)	214 (11)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WTAL	1450	Tallahassee	1.8/6.1/ 5/ 113
WJAD-F	97.3	Bainbridge	0.4/3.0/ 35/ 479

RADIO STATIONS

WANM	1070	10 KW (DAYS)	Black	SBN, $19.00	(Banner)			Bob Badger
WTAL	1450	1 KW (DA-1)	Talk	SUN ABC T, $11.00	(Regional)			Don Keyes
WBGM-F	98.9	100 KW @ 365	AC	ABC C, $30.00	(Republic)	HVS		Royce Plummer
WFHT-F	101.7	3 KW @ 328	Black	, $17.00	(Roslin)		(QUINCY)	Lee Clear
WGLF-F	104.1	100 KW @ 440	AOR	, $26.00	(Banner)			Bill Mariott
WMLO-F	104.9	47 KW @ 505	EZ	, $22.00	(Eastman)		(HAVANNA)	Jon Hill
WQHI-F	99.9	3 KW @ 328	AC	, $12.00	(----)		(LAFAYETTE)	
WTHZ-F	103.1	3 KW @ 300	CHR	, $25.00	(MMR)	Dolcom		Howard Dolgoff
WTMG-F	95.9	3 KW @ 300	Oldies	SMN, $17.00	(Mc-Guild)			Rich Bartlett
WTNT-F	94.9	100 KW @ 840	Country	ABC I, $31.00	(Christal)			Mark Halverson

Misc: WIQI chagnes calls to WFHT-F (April) . . . WWDS/WIQI-F purchased from Ardman to Ragan Henry's son for $2,000,000... WYYN, WTNT-F sold by Palmer for $2,800,000 (Clark)...

TAMPA-ST. PETERSBURG

Arbitron Rank/Pop (12+): 21/1,803,700
MSA Rank/Pop: 21/2,050,900
ADI # 14
Average Person Ratings: 17.5
Market TSL: 23.50 hours

Stations: 26/23
Diaries: 1664/1084:1/51.7%
Sample Target: 1640
% Below Line: 8.4
% Not Listed: 12.1

1989 Revenue: $60,500,000
HH Inc.: $24,733
Retail $: 14.8 Bil
Pop per Station: 78,421
#1 Biller: WRBQ-F $17,500,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WWRM-F	(SAC)	286/ 9.0	8.9	8.2	9.9	7.5	9.0	335/3982	3298/18.3	20.3	20.2		9.6	279	2006	WWRM-F
2.	WFLZ-F	(CHR)	264/ 8.3	10.1	11.6	2.6	3.5	8.2	427/4995	3270/18.1	20.3	9.5		15.7	457	4153	WFLZ-F
3.	WQYK-F	(C)	246/ 7.8	7.5	8.9	7.5	7.8	7.9	282/3115	2616/14.5	15.4	14.4		9.4	274	2286	WQYK-F
4.	WRBQ-AF	(CHR)	231/ 7.3	9.5	9.6	14.4	15.1	10.2	264/4406	3608/20.0	28.7	34.1		6.8	193	4299	WRBQ-AF
5.	WUSA-F	(AC)	230/ 7.3	5.6	7.9	5.0	5.9	6.4	257/3262	2818/15.6	16.0	14.3		5.9	172	2080	WUSA-F
6.	WYNF-F	(AOR)	215/ 6.8	6.4	5.6	7.4	6.8	6.6	331/3568	2388/13.2	13.5	13.7		7.1	206	2507	WYNF-F
7.	WGUL-AF	(BB)	193/ 6.1	4.3	3.5	3.8	3.7	4.4	193/1518	1469/ 8.1	7.3	7.4		2.9	57	800	WGUL-AF
8.	WDUV-F	(EZ)	156/ 4.9	5.4	5.4	6.2	6.7	5.5	293/3135	1760/ 9.8	11.8	11.2		2.3	68	1020	WDUV-F
9.	WXTB-F	(AOR)	142/ 4.5	4.4	2.2	1.9	3.2	3.3	172/2237	1882/10.4	7.7	8.9		6.0	174	2172	WXTB-F
10.	WFLA	(N/T)	132/ 4.2	3.0	3.8	5.0	4.2	4.0	157/1841	1477/ 8.2	9.8	9.8		3.7	108	1113	WFLA
11.	WNLT-F	(AC)	122/ 3.9	3.8	3.9	4.4	5.7	4.0	135/2252	1905/10.6	10.7	14.0		3.9	114	1812	WNLT-F
12.	WYUU-F	(O)	108/ 3.4	3.5	2.4	1.4	1.7	2.7	124/1979	1681/ 9.3	5.5	4.0		4.4	129	1324	WYUU-F
13.	WHVE-F	(J/NA)	96/ 3.0	2.6	2.3	2.8	3.0	2.7	143/2049	1388/ 7.7	7.2	7.4		3.6	106	1073	WHVE-F
14.	WDAE	(BB)	78/ 2.5	2.6	1.9	2.6	3.9	2.4	79/787	735/ 4.1	4.8	5.7		1.2	34	506	WDAE
15.	WSUN	(N/T)	61/ 1.9	2.4	2.0	2.2	2.6	2.1	83/1610	1174/ 6.5	7.3	6.4		2.7	78	766	WSUN
	WLVU-F	(BB)	61/ 1.9	1.3	2.2	1.5	1.2	1.7	62/772	756/ 4.2	4.1	2.8		1.0	29	360	WLVU-F
17.																	
18.																	
19.																	
20.																	

12+ FM SHARE (METRO): 83.35% (2318 of 2781) (SPG 89: 79.01%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WFLZ-F>>	1 WYNF-F	1 WYNF-F	1 WUSA-F	1 WUSA-F	1 WWRM-F	1 WYNF-F	1 WWRM-F	1 WFLZ-F	1 WFLZ-F>>	1 WQYK-F>
2 WRBQ-AF>>	2 WFLZ-F>	2 WFLZ-F<	2 WRBQ-AF<	2 WRBQ-AF<	2 WGUL-AF<	2 WWRM-F	2 WUSA-F	2 WWRM-F	2 WRBQ-AF	2 WTKN
3 WXTB-F	3 WXTB-F	3 WUSA-F<	3 WYNF-F	3 WYNF-F	3 WQYK-F	3 WQYK-F	3 WGUL-AF<	3 WUSA-F	3 WWRM-F<	3 WSUN <
4	4 WRBQ-AF	4 WRBQ-AF>	4 WFLZ-F	4 WQYK-F<	4 WDUV-F	4 WUSA-F<	4 WRBQ-AF<	4 WRBQ-AF	4 WXTB-F<	4 WFLZ-F<
5	5 WUSA-F	5 WXTB-F	5 WYUU-F<	5 WWRM-F	WUSA-F	5 WRBQ-AF	5 WQYK-F<	WQYK-F	5 WQYK-F<	5 WWRM-F
6	6 WNLT-F>	6 WQYK-F	6 WQYK-F	6 WFLZ-F	6 WFLA	6 WFLZ-F	6 WYNF-F	6 WYNF-F	6 WNLT-F	6 WFLA
7	7 WQYK-F	7 WWRM-F	7 WWRM-F	7 WYUU-F	7 WRBQ-AF	7 WFLA	7 WFLZ-F	7 WGUL-AF	7 WSUN	7 WYUU-F
		WNLT-F				8 WGUL-AF			8 WYNF-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WFLZ-F>>	1 WFLZ-F>	1 WRBQ-AF	1 WFLZ-F	1 WRBQ-AF	1 WYNF-F	1 WYNF-F>>	1 WYNF-F>>	1 WYNF-F>	1 WYNF-F
2 WNLT-F	2 WRBQ-AF<	2 WYNF-F	2 WRBQ-AF<	2 WUSA-F<	WXTB-F>>	2 WXTB-F>	2 WFLZ-F	2 WXTB-F	2 WUSA-F
3 WYNF-F	3 WNLT-F	3 WFLZ-F<	3 WUSA-F>	3 WWRM-F	3 WFLZ-F>	3 WFLZ-F>	3 WUSA-F	3 WUSA-F<	3 WQYK-F
WUSA-F	4 WYNF-F	4 WNLT-F	4 WWRM-F	4 WQYK-F	4 WRBQ-AF>>	4 WRBQ-AF	4 WXTB-F	4 WFLZ-F	4 WRBQ-AF<
5 WWRM-F	5 WUSA-F	5 WUSA-F	5 WNLT-F	5 WFLZ-F<	5 WUSA-F	5 WUSA-F	5 WQYK-F	5 WRBQ-AF>	5 WFLZ-F
6 WRBQ-AF	6 WWRM-F	6 WQYK-F	6 WYNF-F<	6 WYUU-F	WQYK-F	6 WQYK-F	6 WHVE-F	6 WQYK-F	6 WYUU-F
WXTB-F	7 WQYK-F	7 WWRM-F	7 WQYK-F	7 WNLT-F	7	7	7 WRBQ-AF	7 WYUU-F	7 WWRM-F
			8 WYUU-F						

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	7 (1)	488 (2)	495 (3)	17.8	17.4
AOR/CLASSIC		357 (2)	357 (2)	12.8	11.1
AC/OLDIES/SOFT ROCK		746 (4)	746 (4)	26.8	25.6
MOR/VARIETY					
COUNTRY	20 (1)	261 (2)	281 (3)	10.1	12.6
BLACK/URBAN	19 (1)		19 (1)	0.7	1.4
BEAUTIFUL/EASY		156 (1)	156 (1)	5.6	7.8
NEWS/TALK	214 (3)		214 (3)	7.7	5.9
NOSTALGIA	128 (3)	214 (2)	342 (5)	12.3	9.5
RELIGION/GOSPEL					0.4
SPANISH	12 (1)		12 (1)	0.4	
CLASSICAL					1.9
JAZZ/NEW AGE		96 (1)	96 (1)	3.5	3.4
UNKNOWN/OTHERS	14 (1)		14 (1)	0.5	1.3
	414 (11)	2318 (14)	2781 (25)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMA	1550	Tampa	0.4/1.1/ 16/ 224
WLFF	680	St Petersburg	0.3/1.4/ 27/ 380
WPAS	1400	Zephyrhills	0.4/0.7/ 14/ 130
WQYK	1010	Seffner/Tampa	0.6/1.6/ 21/ 375
WRXB	1590	St Pete Bch/Tam	0.6/1.3/ 21/ 265
WTKN	570	Pinellas Park/T	0.7/2.3/ 27/ 617
WTMP	1150	Tampa	1.5/3.8/ 49/ 709
WPCV-F	97.5	Wntr Havn/Lklnd	0.5/1.7/110/1285

RADIO STATIONS

AM STATIONS

WDAE, 1250,	5 KW (DA-N)	, NOSTALGIA	ABC I, $	40.00 (McGuild)	Gannett		Mark Kaye
WFLA, 970,	5 KW (DA-2)	, TALK	ABC E ABC I, $	60.00 (Eastman)	Jacor		Dave Reinhart
WGUL, 860,	2 KW/1.6KW (DA-2)	, SEE WGUL-F					
WHBO, 1040,	5 KW (DAYS)	, OLDIES	, $	37.00 (MMR)	Metroplex		Jon Pinch
WLFF, 680,	1 KW (DAYS)	, NOSTALGIA	, $	27.00 (---)	Century		Ted Wolfe
WQYK, 1010,	50 KW/5 KW (DA-2)	, SEE WQYK-F					
WRBQ, 1590,	5 KW/1 KW (DA-2)	, SEE WRBQ-F					
WRXB, 1590,	5 KW/1 KW (DA-2)	, BLACK	NBN ABC C, $	25.00 (---)			Gene Danzey
WSUN, 620,	10 KW (DA-N)	, NEWS/TALK	CBS MBS, $	60.00 (Durpetti)	Cox		Bob Hantley
WTKN, 570,	5 KW/4.5 KW(DA-2)	, BLACK	, $	34.00 (HNWH)			Paul Major

FM STATIONS

WFLZ, 93.3,	100 KW @ 1358,	CHR	ABC E, $	90.00 (Eastman)	Jacor		Dave Reinhart
WGUL, 105.5,	3 KW @ 255,	NOSTALGIA	UPI UNISUP, $	47.00 (---)	Marcocci		Steve Schurdell
WLVU, 106.3,	3 KW @ 300,	NOST/ETHNIC	, $	30.00 (---)			Frank Ferreri
WNLT, 95.7,	100 KW @ 606,	AC	, $	84.00 (MMR)	Metroplex		Jon Pinch
WQYK, 99.5,	100 KW @ 550,	COUNTRY	, $	137.00 (Katz)	Infinity		Charlie Ochs
WRBQ, 104.7,	100 KW @ 555,	CHR	ABC FM, $	230.00 (Christal)	Edens		Mike Horne
WUSA, 100.7,	100 KW @ 599,	AC	, $	105.00 (McGuild)	Gannett		Mark Kaye
WWRM, 107.3,	100 KW @ 623,	SOFT AC	, $	90.00 (Durpetti)	Cox		Bob Huntley
WXTB, 97.9,	100 KW @ 599,	AOR	ABC R, $	70.00 (Banner)	Great American		Dan Diloreto
WYNF, 94.9,	100 KW @ 1290,	AOR	RADRAD, $	100.00 (CBS)	CBS		Shawn Portmann
WYUU, 92.5,	50 KW @ 488,	OLDIES	UPI UNISUP, $	47.00 (Republic)	Entercom		Dave Trusty
WHVE, 102.5,	100 KW @ 1663,	JAZZ/NAC	, $	64.00 (HNWH)	Susquehanna	(SARASOTA)	Gorden Obarski
WDUV, 103.3,	100 KW @ 576,	EZ	MBS, $	60.00 (Christal)		(BRADENTON)	Bob Nelson

Miscellaneous Comments: WSUN sold by CBS to Cox for $4,100,000 (Stevens)

TERRE HAUTE

Arbitron Rank/Pop (12+): 169/173,400
MSA Rank/Pop: 273/131,700
ADI # 133
Average Person Ratings: 16.4
Market TSL: 21.75 hours

Stations: 17/14
Diaries: 718/241:1/59.2%
Sample Target: 550
% Below Line: 2.1
% Not Listed: 10.9

1989 Revenue: $4,200,000
HH Inc.: $23,464
Retail $: 1.21 Bil
Pop per Station: 12,385
#1 Biller: NA

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WTHI-F (C)	75/26.3	——	26.2	——	20.0	——	120/1041	676/39.0		39.8					WTHI-F
2. WMGI-F (AC)	49/17.2	——	10.1	——	13.2	——	57/692	546/31.5		23.9					WMGI-F
3. WZZQ-F (AOR)	37/13.0	——	15.1	——	13.2	——	55/646	402/23.2		28.8					WZZQ-F
4. WPFR-F (CHR)	33/11.6	——	11.4	——	18.4	——	51/656	417/24.0		25.4					WPFR-F
5. WBOW (BB)	14/ 4.9	——	6.4	——	7.6	——	14/204	202/11.6		12.9					WBOW
6. WAXI-F (BB)	8/ 2.8	——	4.4	——	4.0	——	14/149	90/ 5.2		6.7					WAXI-F
7. WPRS (MOR)	7/ 2.5	——	2.0	——	2.4	——	11/151	95/ 5.5		5.0					WPRS
WCBH-F (O)	7/ 2.5	——	1.7	——	——	——	21/332	138/ 8.0		6.0					WCBH-F
WACF-F (C)	7/ 2.5	——	2.7	——	2.0	——	12/269	123/ 7.1		7.7					WACF-F
10.															

12+ FM SHARE (METRO): 87.01% (221 of 254) (SPG 89: 86.67%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPFR-F>>	1 WZZQ-F	1 WTHI-F	1 WTHI-F	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F>>	1 WTHI-F	1 WTHI-F	1 WTHI-F	1 WTHI-F>>
2 WZZQ-F>>	2 WTHI-F	2 WMGI-F>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F>>	2 WMGI-F>	2 WMGI-F>	2 WMGI-F>	WPFR-F<	2 WZZQ-F
3	3 WPFR-F	3 WZZQ-F	3 WZZQ-F>	3 WZZQ-F>	3	3 WZZQ-F	3 WZZQ-F	3 WPFR-F	3 WMGI-F>	WMGI-F
4	WMGI-F	4 WPFR-F	4 WPFR-F	4	4	4 WPFR-F	4 WPFR-F	4 WZZQ-F	4 WZZQ-F	4
5	5	5	5	5	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WPFR-F	1 WMGI-F	1 WMGI-F>>	1 WMGI-F	1 WTHI-F	1 WZZQ-F>>	1 WZZQ-F>>	1 WZZQ-F>	1 WTHI-F<	1 WTHI-F>>
2 WZZQ-F>	2 WTHI-F	2 WZZQ-F	2 WTHI-F>>	2 WMGI-F>>	2 WPFR-F>>	2 WTHI-F	2 WMGI-F>>	2 WZZQ-F>	2 WMGI-F
3 WMGI-F>>	3 WPFR-F	WPFR-F>>	3 WPFR-F	3	3	WPFR-F>	3 WPFR-F	3 WMGI-F>	3 WZZQ-F>
4	4 WZZQ-F	4	4 WZZQ-F	4	4	4 WMGI-F	WCBH-F	4 WPFR-F	4
5	5	5	5	5	5	5	WACF-F>>	5	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		33 (1)	33 (1)	13.0	14.1
AOR/CLASSIC		37 (1)	37 (1)	14.6	17.6
AC/OLDIES/SOFT ROCK		56 (2)	56 (2)	22.0	14.5
MOR/VARIETY	8 (2)		8 (2)	3.1	9.8
COUNTRY	6 (2)	82 (2)	88 (4)	34.6	34.9
BLACK/URBAN					
BEAUTIFUL/EASY		3 (1)	3 (1)	1.2	
NEWS/TALK	5 (2)		5 (2)	2.0	
NOSTALGIA	14 (1)	8 (1)	22 (2)	8.7	5.1
RELIGION/GOSPEL		2 (1)	2 (1)	0.8	1.6
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					2.4
	33 (7)	221 (9)	254 (16)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WKZI	800	Casey	1.1/2.7/ 3/ 77
WSDM-F	97.7	Brazil	1.1/3.4/ 5/ 97
WTHI	1480	Terre Haute	1.1/3.6/ 3/ 63
WWVR-F	105.5	W.Terre Haute	0.7/1.4/ 2/ 50
WGN	720	Chicago	0.7/2.3/ 5/ 100
WIBC	1070	Indianapolis	0.4/3.1/ 5/ 107
WLS	890	Chicago	1.1/1.9/ 3/ 77

RADIO STATIONS

WBOW ,	1230,	1 KW	, Nostalgia	ABC I,	$13.00	(Christal)	Contemp. Media	Ronn Mott
WPRS ,	1440,	1 KW/250 W	, MOR/Nostalgia	ABC E,	$ 9.00	(——)	(PARIS, IL)	Bill Brown
WACF-F,	98.5,	50 KW @ 500	, Country	ABC E,	$10.00	(——)	(PARIS, IL)	Bill Brown
WAXI-F,	104.9,	1 KW @ 440	, Nostalgia/EZ	NBC SMN,	$ 8.00	(Regional)	(ROCKVILLE)	Bill Cook
WMGI-F,	100.7,	50 KW @ 500	, AC	RADRAD,	$25.00	(Republic)		Paula Padgett
WPFR-F,	102.7,	50 KW @ 500	, CHR	,	$21.00	(K & P)		Tom Collins
WTHI-F,	99.9,	50 KW @ 490	, Country	UNIULT,	$36.00	(Katz)		David Liston
WZZQ-F,	107.5,	28 KW @ 670	, AOR	ABC R UNIPWR,	$22.00	(Christal)	Contemp. Media	Tom Lawrence

Misc: WTHI changes from Oldies to Country . . .WSDM-F sold for $350,000...

TOLEDO

Arbitron Rank/Pop (12+): 72/502,600

MSA Rank/Pop: 83/614,700
ADI # 63
Average Person Ratings: 16.9
Market TSL: 22.50 hours

Stations: 20/14
Diaries: 1039/484:1/54.9%
Sample Target: 1010
% Below Line: 10.8
% Not Listed: 12.2

1989 Revenue:%$1,470,000,029
HH Inc.: $55
Retail $: 4.8 Bil
Pop per Station: 35,900
#1 Biller: WTOD $3,200,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WIOT-F	(AOR)	111/13.1	13.7	12.7	9.7	12.9	12.3	193/2259	1278/25.4	24.6	23.6		15.4	134	1367	WIOT-F
2. WRQN-F	(CHR)	98/11.5	7.9	10.5	11.6	11.3	10.4	117/1791	1429/28.4	28.5	24.9		11.4	99	1440	WRQN-F
3. WVKS-F	(CHR)	85/10.0	10.0	7.5	9.3	7.7	9.2	145/2620	1542/30.7	28.8	25.6		15.7	137	1667	WVKS-F
4. WKKO-F	(C)	84/ 9.9	9.5	10.7	10.9	9.6	10.3	133/1365	921/18.3	20.4	19.2		9.9	86	742	WKKO-F
5. WLQR-F	(EZ)	75/ 8.8	7.9	10.4	8.2	8.7	8.8	112/1499	883/17.6	19.5	18.9		7.1	62	663	WLQR-F
6. WWWM-F	(AC)	72/ 8.5	7.1	7.6	9.9	6.9	8.3	77/1071	921/18.3	19.5	18.4		5.6	49	782	WWWM-F
7. WSPD	(MOR)	51/ 6.0	7.1	5.9	5.5	5.7	6.1	65/966	781/15.5	16.1	15.6		4.4	38	654	WSPD
8. WJR	(MOR)	34/ 4.0	2.8	3.6	4.9	6.8	3.8	96/1428	553/11.0	10.4	15.8		3.3	29	398	WJR
9. CKLW	(BB)	28/ 3.3	3.4	2.5	4.9	3.6	3.5	64/899	435/ 8.7	7.8	6.8		3.0	26	368	CKLW
10. WTOD	(C)	18/ 2.1	3.7	3.5	2.4	3.3	2.9	27/417	342/ 6.8	4.8	7.5		2.1	18	270	WTOD
11. WVOI	(B)	15/ 1.8	3.6	1.7	2.7	3.2	2.5	15/246	246/ 4.9	5.2	7.6		4.9	43	432	WVOI
12. WCWA	(O)	14/ 1.6	2.3	2.8	1.7	2.3	2.1	14/336	286/ 5.7	7.0	7.9		1.5	13	182	WCWA
13.																
14.																
15.																

12+ FM SHARE (METRO): 76.54% (571 of 746) (SPG 89: 70.20%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRQN-F>>	1 WIOT-F	1 WIOT-F>	1 WIOT-F>	1 WIOT-F	1 WKKO-F	1 WRQN-F	1 WIOT-F	1 WIOT-F>	1 WRQN-F<	1 WSPD >
2 WVKS-F>	2 WRQN-F	2 WRQN-F	2 WWWM-F<	2 WKKO-F	2 WLQR-F	2 WKKO-F	2 WWWM-F	2 WVKS-F	2 WIOT-F>	2 WIOT-F
3 WIOT-F>>	3 WVKS-F>	3 WVKS-F<	3 WKKO-F	3 WWWM-F	3 WSPD	3 WIOT-F	WLQR-F<	3 WRQN-F	3 WVKS-F	3 WLQR-F
4	4 WWWM-F>	4 WWWM-F	4 WVKS-F	4 WVKS-F	4 WWWM-F	4 WVKS-F	4 WKKO-F	4 WLQR-F	4 WSPD >	4 WRQN-F
5	5 WKKO-F	5 WKKO-F	5 WRQN-F	5 WRQN-F<	5 WJR <	5 WWWM-F<	5 WVKS-F	5 WKKO-F<	5 WKKO-F	5 WKKO-F
6	6	6 WLQR-F	6 WLQR-F	6 WLQR-F	6 CKLW	6 WLQR-F	6 WRQN-F	6 WWWM-F	6	6 WWWM-F
						7 WSPD				

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRQN-F>>	1 WRQN-F>	1 WRQN-F	1 WRQN-F	1 WKKO-F	1 WIOT-F	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>	1 WIOT-F>>
2 WVKS-F	2 WVKS-F	2 WVKS-F	2 WWWM-F	2 WWWM-F<	2 WRQN-F>>	2 WRQN-F	2 WVKS-F	2 WRQN-F	2 WKKO-F
3 WWWM-F	3 WWWM-F	3 WWWM-F	WVKS-F	3 WLQR-F	3 WVKS-F>	3 WVKS-F>	WKKO-F	3 WVKS-F	3 WWWM-F
WIOT-F>	4 WIOT-F	4 WLQR-F	4 WLQR-F	4 WVKS-F<	4 WJLB-F>>	4 WKKO-F	4 WWWM-F	WKKO-F	4 WVKS-F>
5 WLQR-F>>	5 WLQR-F	WIOT-F>	5 WKKO-F	5 WRQN-F	5	5 WWWM-F	5 WRQN-F>>	5 WWWM-F	5 WRQN-F
6	6	6 WKKO-F>>	6 WIOT-F	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		183 (2)	183 (2)	24.5	22.2
AOR/CLASSIC		118 (2)	118 (2)	15.8	15.2
AC/OLDIES/SOFT ROCK	14 (1)	99 (5)	113 (6)	15.1	12.8
MOR/VARIETY	89 (3)		89 (3)	11.9	14.2
COUNTRY	29 (2)	84 (1)	113 (3)	15.1	16.2
BLACK/URBAN	15 (1)	12 (1)	27 (2)	3.6	5.0
BEAUTIFUL/EASY		75 (1)	75 (1)	10.1	9.9
NEWS/TALK					
NOSTALGIA	28 (1)		28 (1)	3.8	4.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.4
	175 (8)	571 (12)	746 (20)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WMTR-F	96.1	Archbold/Wauson	0.6/2.2/ 8/ 172
WOHO	1470	Toledo	1.3/3.8/ 12/ 211
WRED-F	95.7	Gibsonburg/Tol	1.2/3.8/ 17/ 297
WTWR-F	98.3	Monroe/Toledo	0.6/3.0/ 12/ 292
CKMR-F	93.9	Windsor	0.8/4.0/ 11/ 370
WJLB-F	97.9	Detroit	1.4/4.1/ 12/ 223
WLW	700	Cincinnati	0.5/1.8/ 8/ 184
WRIF-F	101.1	Detroit	0.8/3.5/ 14/ 283

RADIO STATIONS

WCWA ,	1230,	1 KW ,	Oldies	MBS CBS, $18.00	(Eastman)	Reams	Nancy Diamond
WOHO ,	1470,	1 KW (DA-2) ,	Country	UNISUP UNIULT, $14.00	(Durpetti)		Jeff Schwartz
WSPD ,	1370,	5 KW (DA-N) ,	MOR/Full Service	NBC, $33.00	(MMR)	Commonwealth	Terrell Metheny
WTOD ,	1560,	5 KW (DAYS, DA),	Country	ABC I, $ NA	(Katz)	Booth	Clyde Roberts
WVOI ,	1520,	1 KW (DA-2) ,	Black	SBN UNIPWR, $18.00	(Roslin)		Ken McDowell
WIOT-F,	104.7,	50 KW @ 540 ,	AOR	SOURCE, $62.00	(Eastman)	Reams	Nancy Diamond
WKKO-F,	99.9,	50 KW @ 500 ,	Country	ABC E, $70.00	(9((Katz)	Booth	Clyde Roberts
WLQR-F,	101.5,	19 KW @ 807 ,	EZ/Soft AC	, $40.00	(MMR)	Commonwealth	Terrell Metheny
WRQN-F,	93.5,	2 KW @ 401 ,	CHR	, $33.00	(Banner)	ABS (BOWLING GREEN)	Bob Lafferty
WVKS-F,	92.5,	50 KW @ 480 ,	CHR	ABC FM, $53.00	(Chrirstal)	Noble	Andy Stuart
WWWM-F,	105.5,	2 KW @ 390 ,	AC	, $43.00	(Durpetti)		Jeff Schwartz

WJR, CKLW -- See Detroit

TOPEKA

Arbitron Rank/Pop (12+): 166/179,300
MSA Rank/Pop: 233/164,900
ADI # 143
Average Person Ratings: 16.1
Market TSL: 21.25 hours

Stations: 18/9
Diaries: 593/302:1/57.8%
Sample Target: 550
% Below Line: 22.1
% Not Listed: 14.9

1989 Revenue: $5,800,000
HH Inc.: $28,932
Retail $: 1.2 Bil
Pop per Station: 19,922
#1 Biller: KMAJ-F $1,300,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KTPK-F	(C)	49/17.0	----	13.3	----	16.5	----	83/857	470/26.2		25.4		12.4	35	384	KTPK-F
2. KMAJ-F	(AC)	38/13.1	----	17.7	----	12.5	----	60/657	365/20.4		27.0		14.5	41	421	KMAJ-F
3. KDVV-F	(AOR)	26/ 9.0	----	7.9	----	7.7	----	35/573	354/19.7		22.8		8.9	25	370	KDVV-F
4. WIBW-F	(CHR)	23/ 8.0	----	9.5	----	11.7	----	47/982	487/27.2		26.8		13.1	37	482	WIBW-F
5. KPRS-F	(B)	19/ 6.6	----	1.6	----	1.5	----	21/237	177/ 9.9		3.7		5.3	15	167	KPRS-F
6. WIBW	(C)	17/ 5.9	----	6.6	----	9.5	----	45/613	286/16.0		17.3		3.9	11	265	WIBW
KHUM-F	(SAC)	17/ 5.9	----	5.1	----	6.6	----	25/343	240/13.4		12.6		5.3	15	175	KHUM-F
8. WDAF	(C)	13/ 4.5	----	7.3	----	4.4	----	60/569	180/10.0		12.9		5.7	16	272	WDAF
9. KYYS-F	(AOR)	10/ 3.5	----	5.7	----	5.1	----	19/456	217/12.1		13.5		6.4	18	241	KYYS-F
10. KLZR-F	(CHR)	8/ 2.8	----	3.2	----	2.2	----	14/321	182/10.2		11.4		2.5	7	212	KLZR-F

12+ FM SHARE (METRO): 82.11% (202 of 246) (SPG 89: 77.86%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIBW-F	1 KMAJ-F	1 KMAJ-F>	1 KMAJ-F>>	1 KMAJ-F	1 KTPK-F>>	1 KTPK-F	1 KMAJ-F<	1 KTPK-F>	1 WIBW-F	1 KPRS-F
2	2 KDVV-F>	2 KDVV-F	2 KDVV-F	2 KTPK-F>	2 KMAJ-F	2 KMAJ-F>	2 KTPK-F	2 KMAJ-F	WIBW	KTPK-F
3	3 KPRS-F>	3 KTPK-F	3 KTPK-F	3 KDVV-F>	3 WIBW	3 KDVV-F>	3 KDVV-F	3 KDVV-F>	KTPK-F	KHUM-F
4	4 KYYS-F	4 KPRS-F	4	4 KHUM-F	KHUM-F	4 WIBW-F	4	4 WIBW-F<	4 KPRS-F	4
5	WIBW-F	5	5	5	5	5	5	5 KPRS-F	5	5
6	KTPK-F	6	6	6	6	6	6	6 KHUM-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KPRS-F	1 KMAJ-F>>	1 KMAJ-F>>	1 KMAJ-F>	1 KMAJ-F	1 KPRS-F>>	1 KDVV-F>	1 KDVV-F	1 KMAJ-F<	1 KMAJ-F
2 KDVV-F>	2 KPRS-F	2 KTPK-F>	2 KTPK-F	2 KTPK-F>>	2 KYYS-F	2 KMAJ-F	2 KMAJ-F>	2 KDVV-F>	2 KDVV-F
3 WIBW-F>>	KDVV-F	3 WIBW-F	3 KPRS-F	3 WIBW-F	KLZR-F	3 KYYS-F	3 KYYS-F	3 KTPK-F	3 KTPK-F
4	4 WIBW-F	KDVV-F>	KDVV-F	KDVV-F	KTPK-F	4 KPRS-F	4 WDAF >>	4 KYYS-F	4
	5 KTPK-F	5	5 WIBW-F	5	KDVV-F>>	5	5	5	5
	6		6	6	6	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		32 (3)	32 (3)	13.0	24.0
AOR/CLASSIC		39 (3)	39 (3)	15.9	7.0
AC/OLDIES/SOFT ROCK		60 (3)	60 (3)	24.4	26.9
MOR/VARIETY	1 (1)		1 (1)	0.4	
COUNTRY	30 (2)	52 (2)	82 (4)	33.3	32.1
BLACK/URBAN		19 (1)	19 (1)	7.7	1.8
BEAUTIFUL/EASY					1.8
NEWS/TALK	10 (2)		10 (2)	4.1	3.0
NOSTALGIA	3 (1)		3 (1)	1.2	2.6
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					0.7
UNKNOWN/OTHERS					
	44 (6)	202 (12)	246 (18)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KEWI	1440	Topeka	2.1/8.5/ 6/ 163
KTOP	1490	Topeka	1.0/6.2/ 5/ 123
KZOC-F	92.9	Osage City/Top.	1.0/2.5/ 10/ 107
KBEQ-F	104.3	Kansas City	0.3/2.8/ 10/ 225
KCFX-F	100.7	Harrisnvl/KsCty	1.0/3.[illegible]/ 11/ 204
KCMO	810	Kansas City	1.4/4.9/ 15/ 222
KCMO-F	94.9	Kansas City	1.7/7.1/ 14/ 278
KMBZ	980	Kansas City	0.3/2.8/ 9/ 157

RADIO STATIONS

KEWI, 1440, 5 KW/1 KW (DA-2)	, TALK	ABC I	, $ 12.00	(Torbet)			Fritz Reynolds
KTOP, 1490, 1 KW	, NOSTALGIA	MBS, UNISUP	, $ 11.00	(Banner)	UNO		Bob Potter
WIBW, 580, 5 KW (DA-N)	, C/FULL SER.		, $ 17.00	(Katz)	Stauffer		Mark Vail
KDVV-F, 100.3, 100 KW @ 986,	AOR	UNISUP,UNIULT,	$ 21.00	(Banner)	UNO		Bob Potter
KHUM-F, 95.7, 99 KW @ 986,	SOFT AC		, $ 17.00	(Christal)		(OTTAWA)	Dave Strout
KMAJ-F, 107.7, 100 KW @ 1214,	AC		, $ 32.00	(Torbet)			Fritz Reynolds
KTPK-F, 106.9, 100 KW @ 1209,	COUNTRY		, $ 30.00	(HNWH)			Pat Powers
WIBW-F, 97.3, 100 KW @ 1217,	CHR		, $ 19.00	(Katz)	Stauffer		Mark Vail
KLZR-F, 105.9, 100 KW @ 771,	CHR	APR, SMN	, $ 14.00	(---)		(LAWRENCE)	Hank Booth

OTHER RANKED STATIONS — See Kansas City

TUCSON

Arbitron Rank/Pop (12+): 64/551,100

MSA Rank/Pop: 79/642,000
ADI # 79
Average Person Ratings: 18.1
Market TSL: 24.00 hours

Stations: 21/19
Diaries: 930/591:1/57.8%
Sample Target: 930
% Below Line: 3.2
% Not Listed: 13.6

1989 Revenue: $16,600,000
HH Inc.: $23,907
Retail $: 4.7 Bil
Pop per Station: 29,005
#1 Biller: KRQQ-F $3,300,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KRQQ-F	(CHR)	201/20.1	18.1	16.7	20.9	21.5	19.0	234/2381	2007/36.4	34.5	37.0		26.3	259	2235	KRQQ-F
2.	KIIM-AF	(C)	147/14.7	14.6	11.0	13.3	10.8	13.4	156/1564	1401/25.4	24.1	22.0		12.0	118	1227	KIIM-AF
3.	KLPX-F	(AOR)	84/ 8.4	8.0	10.0	10.5	7.9	9.2	88/1123	1061/19.3	21.2	18.1		10.4	102	1320	KLPX-F
4.	KKLD-F	(AC)	75/ 7.4	7.2	6.3	8.9	8.0	7.4	81/948	863/15.7	16.7	16.6		8.5	84	877	KKLD-F
5.	KWFM-AF	(O)	73/ 7.3	7.8	9.9	8.6	9.7	8.4	86/1407	1143/20.7	22.4	25.0		5.5	54	1067	KWFM-AF
6.	KGVY	(BB)	45/ 4.5	2.9	5.3	2.7	2.9	3.9	50/335	304/ 5.5	5.9	4.5		1.8	18	180	KGVY
7.	KMRR	(BB)	40/ 4.0	3.0	3.9	2.5	3.5	3.3	40/472	465/ 8.4	8.3	5.9		2.1	21	361	KMRR
8.	KQYT-F	(EZ)	36/ 3.6	2.8	2.0	1.7	2.6	2.5	36/454	447/ 8.1	6.6	6.7		1.6	16	198	KQYT-F
9.	KNST	(N/T)	32/ 3.2	3.3	4.9	3.2	4.0	3.7	32/584	584/10.6	14.2	11.1		5.7	56	622	KNST
10.	KUPD-F	(AOR)	27/ 2.7	4.3	3.6	2.5	3.0	3.3	52/556	414/ 7.5	7.9	7.3		2.8	28	459	KUPD-F
11.	KQTL	(SP)	21/ 2.1	1.8	0.8	1.5	2.1	1.5	21/213	183/ 3.3	2.2	3.7		3.4	33	302	KQTL
12.	KXEW	(SP)	16/ 1.6	4.3	3.5	2.8	0.9	3.0	16/178	178/ 3.2	4.1	2.6		1.3	13	189	KXEW
13.	KTZR	(SP)	15/ 1.5	2.4	0.8	0.8	1.0	1.4	15/109	109/ 2.0	1.6	2.0		1.2	12	130	KTZR
	KTUC	(N/T)	15/ 1.5	1.1	1.9	0.9	1.8	1.4	15/225	225/ 4.1	8.0	5.6		1.1	11	195	KTUC
15.	KTKT	(N/T)	13/ 1.3	1.3	1.7	1.3	2.3	1.4	13/343	313/ 5.7	6.6	7.8		0.7	7	202	KTKT

12+ FM SHARE (METRO): 73.09% (630 of 862) (SPG 89: 70.14%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KRQQ-F	1 KRQQ-F>>	1 KRQQ-F>	1 KIIM-AF	1 KIIM-AF	1 KIIM-AF>	1 KRQQ-F>	1 KRQQ-F	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F<
2	2 KLPX-F	2 KIIM-AF	2 KRQQ-F>	2 KRQQ-F	2 KWFM-AF	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-AF>	2 KIIM-F>>
3	3 KIIM-AF>	3 KLPX-F	3 KWFM-AF	3 KKLD-F	3 KGVY	3 KWFM-AF<	3 KLPX-F	3 KLPX-F	3 KLPX-F	3 KKLD-F<
4	4 KKLD-F>	4 KKLD-F<	KKLD-F<	4 KWFM-AF	4 KMRR	4 KLPX-F	KKLD-F	4 KWFM-AF<	4 KKLD-F	4 KNST
5	5 KWFM-AF	5 KWFM-AF	5 KLPX-F	5 KLPX-F	5 KRQQ-F	5 KKLD-F	5 KWFM-AF	KKLD-F	5 KWFM-AF	5
6	6	6	6	6	KKLD-F	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KRQQ-F>>	1 KRQQ-F>>	1 KRQQ-F>	1 KRQQ-F>>	1 KRQQ-F	1 KRQQ-F>>	1 KLPX-F	1 KIIM-AF<	1 KIIM-AF<	1 KIIM-AF>
2 KIIM-AF	2 KIIM-AF	2 KKLD-F	2 KIIM-AF<	2 KIIM-AF	2 KLPX-F	2 KRQQ-F	2 KWFM-AF	2 KRQQ-F	2 KLPX-F
3 KLPX-F>	KKLD-F	3 KLPX-F	3 KKLD-F>	KKLD-F>	3 KUPD-F>>	3 KIIM-AF>>	KLPX-F>>	KLPX-F>	3 KWFM-AF
4 KKLD-F>>	4 KLPX-F>>	4 KIIM-AF>>	4 KWFM-AF	4 KWFM-AF>	4 KIIM-AF	4 KWFM-AF	4 KRQQ-F	4 KWFM-AF>	4 KRQQ-F
5 KWFM-AF>	5 KWFM-AF	5 KWFM-AF	5 KLPX-F	5 KLPX-F	KWFM-AF	KKLD-F	5 KKLD-F>>	5 KKLD-F	5 KKLD-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP	4 (1)	206 (2)	210 (3)	24.4	24.6
AOR/CLASSIC		111 (2)	111 (2)	12.9	12.4
AC/OLDIES/SOFT ROCK	10 (1)	138 (2)	148 (3)	17.2	12.9
MOR/VARIETY					
COUNTRY	12 (1)	135 (1)	147 (2)	17.1	13.0
BLACK/URBAN					
BEAUTIFUL/EASY		36 (1)	36 (1)	4.2	12.1
NEWS/TALK	60 (3)		60 (3)	7.0	9.2
NOSTALGIA	85 (2)		85 (2)	9.9	7.3
RELIGION/GOSPEL	9 (1)		9 (1)	1.0	0.7
SPANISH	52 (3)		52 (3)	6.0	5.7
CLASSICAL					
JAZZ/NEW AGE		4 (1)	4 (1)	0.5	1.9
UNKNOWN/OTHERS					
	232 (12)	630 (9)	862 (21)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAWV-F	103.1	Oracle	0.4/2.7/ 4/ 148
KJYK	1490	Tucson	0.4/3.4/ 4/ 189
KVOI	690	Tucson	0.9/3.2/ 9/ 174
KOY -F	95.5	Phoenix	0.5/2.0/ 16/ 215

RADIO STATIONS

KCEE, 790, 5 KW/500 W (DA-2), SEE KWFM-F				
KGVY, 1080, 1 KW (DAYS), NOSTALGIA	APR	, $ 20.00 (K & P)		Joe Crystall
KIIM, 1290, 1 KW, SEE KIIM-F				
KMRR, 1330, 2 KW/5 KW (DA-2), NOSTALGIA		, $ 19.00 (Republic)		Laurie Nelson
KJYK, 1490, 1 KW (DA-1), CONTEMP	NBC, UNISUP	, $ 15.00 (Christal)		Dick Stein
KNST, 940, 1 KW/250 W (DA-2), NEWS/TALK	ABC I, MBS	, $ 30.00 (McGuild)	Nationwide	Clancy Woods
KQTL, 1210, 10 KW/1 KW (DA-2), HISPANIC		, $ 18.00 (Caballero)		Ernesto Portillo
KTKT, 990, 10 KW/1 KW (DA-N), TALK	CNN, UNISUP	, $ 18.00 (HNWH)	Lotus	Mike Madigan
KTUC, 1400, 1 KW, TALK	CBS, CNN	, $ 17.00 (Roslin)		Tom Hassey
KXEW, 1600, 2.5 KW/1 KW (DA-2), HISPANIC	CRC	, $ 15.00 (Lotus)		Rable Ortiz
KAWV-F, 103.1, 900 W @ 610, JAZZ/NAC	SMN	, $ 17.00 (Republic)	(ORACLE)	Laure Nelson
KIIM-F, 99.5, 93 KW @ 2036, COUNTRY		, $ 60.00 (Katz)		Jim Slone
KKLD-F, 94.9, 95 KW @ 1952, EZ/SOFT AC	UNISUP	, $ 43.00 (Christal)	Duhossois	Dick Stein
KLPX-F, 96.1, 97 KW @ 1952, AOR		, $ 40.00 (HNWH)	Lotus	Mike Madigan
KQYT-F, 92.1, 1.8KW @ 406, EZ/BTFL		, $ 16.00 (K & P)	(GREEN VALLEY)	Rick Robbin
KRQQ-F, 93.7, 94 KW @ 2032, CHR		, $ 75.00 (McGuild)	Nationwide	Clancy Woods
KWFM-F, 92.9, 93 KW @ 2036, OLDIES		, $ 50.00 (MMR)	American	Keven Mashek
KXMG-F, 98.3, 3 KW @ 202, HISPANIC		, $ 15.00 (Lotus)	(MARANA)	Pablo Ortiz

TULSA

Arbitron Rank/Pop (12+): 57/646,600

MSA Rank/Pop: 69/730,900
ADI # 58
Average Person Ratings: 16.8
Market TSL: 22.25 hours

Stations: 22/20
Diaries: 1138/568:1/57.4%
Sample Target: 1010
% Below Line: 0.7
% Not Listed: 10.8

1989 Revenue: $19,300,000
HH Inc.: $24,394
Retail $: 4.6 Bil
Pop per Station: 32,330
#1 Biller: KMOD-F $3,300,000

12+ METRO			1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KMOD-F	(AOR)	136/12.5	10.6	9.7	12.5	10.6	11.3	183/1945	1273/19.7	23.2	18.3		13.3	145	1529	KMOD-F
2.	KWEN-F	(C)	119/11.0	12.4	9.5	11.0	11.7	11.0	158/2063	1430/22.1	21.0	25.4		13.1	143	1381	KWEN-F
3.	KRMG	(MOR)	103/ 9.5	10.2	9.3	8.6	9.3	9.4	116/1461	1269/19.6	21.6	19.3		9.3	102	1338	KRMG
4.	KBEZ-F	(EZ)	89/ 8.2	6.5	8.9	7.1	8.2	7.7	115/1270	941/14.6	15.5	17.1		6.1	67	853	KBEZ-F
5.	KMYZ-F	(CHR)	84/ 7.7	6.8	9.0	7.3	6.3	7.7	134/1909	1297/20.1	21.2	17.5		11.4	124	1482	KMYZ-F
6.	KAYI-F	(CHR)	73/ 6.7	8.3	7.5	8.3	9.3	7.7	108/1666	1140/17.6	20.2	21.3		9.9	108	1392	KAYI-F
7.	KVOO	(C)	68/ 6.3	8.3	7.5	7.3	7.2	7.4	115/1557	860/13.3	12.6	15.8		3.2	35	746	KVOO
8.	KRAV-AF	(AC)	56/ 5.2	6.8	6.0	5.4	4.7	5.8	64/946	819/12.7	15.0	11.3		4.8	52	786	KRAV-AF
9.	KVLT-F	(O)	49/ 4.5	4.9	6.6	5.5	4.9	5.4	77/1133	740/11.4	13.5	12.1		4.9	54	855	KVLT-F
10.	KVOO-F	(C)	46/ 4.2	2.5	3.4	4.1	4.7	3.5	61/1150	798/12.3	10.4	10.6		2.7	29	572	KVOO-F
11.	KQMJ-F	(AC)	37/ 3.4	4.3	2.7	3.7	4.1	3.5	54/953	737/11.4	8.6	9.2		4.1	45	694	KQMJ-F
12.	KBLK	(B)	19/ 1.8	1.7	1.9	1.1	1.8	1.6	22/254	204/ 3.2	2.9	3.1		1.9	21	213	KBLK
13.	KTFX-F	(C)	18/ 1.7	3.0	1.3	3.3	2.5	2.3	44/675	330/ 5.1	5.2	7.0		1.9	21	357	KTFX-F
14.	KXOJ-F	(REL)	17/ 1.6	0.9	0.9	1.8	1.2	1.3	17/280	276/ 4.3	4.0	2.6		1.1	12	274	KXOJ-F
15.	KCMA-F	(CL)	15/ 1.4	1.4	0.7	1.0	0.8	1.1	16/181	166/ 2.6	3.9	2.3		1.1	12	225	KCMA-F

12+ FM SHARE (METRO): 78.62% (761 of 968) (SPG 89: 77.26%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KAYI-F>	1 KMOD-F>>	1 KMOD-F>	1 KMOD-F	1 KMOD-F	1 KRMG	1 KRMG	1 KMOD-F	1 KMOD-F	1 KMOD-F	1 KWEN-F
2 KMYZ-F>	2 KMYZ-F	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>	2 KBEZ-F	2 KWEN-F	2 KWEN-F	2 KWEN-F	2 KAYI-F>	2 KRMG
3 KMOD-F	3 KWEN-F	3 KMYZ-F	3 KRAV-AF	3 KBEZ-F	3 KWEN-F<	3 KMOD-F>	3 KBEZ-F>	3 KMYZ-F	3 KMYZ-F	KMOD-F
4	4 KAYI-F>	4 KRAV-AF	4 KVLT-F<	4 KRAV-AF	4 KVOO >	4 KBEZ-F	4 KRMG	4 KBEZ-F<	4 KRMG <	4 KVOO
5	5 KRAV-AF	5 KAYI-F	5 KBEZ-F	5 KVLT-F<	5 KVLT-F	5 KVOO	KMYZ-F	5 KRMG	5 KWEN-F	KBEZ-F
6	6	6 KVLT-F	6 KMYZ-F	6 KRMG	6	6 KMYZ-F	6 KRAV-AF	6 KAYI-F	6	6
7	7	7	7	7	7	7 KRAV-AF	7	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KMYZ-F>	1 KMYZ-F<	1 KRAV-AF	1 KWEN-F>	1 KWEN-F>	1 KAYI-F	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>	1 KMOD-F>>
2 KWEN-F	2 KWEN-F	KWEN-F	2 KMYZ-F	2 KRAV-AF	2 KMOD-F	2 KAYI-F	2 KWEN-F>	2 KWEN-F>	2 KWEN-F>
KMOD-F	3 KMOD-F	3 KMOD-F	3 KMOD-F<	3 KBEZ-F<	3 KMYZ-F>>	3 KMYZ-F	3 KVOO-F	3 KAYI-F	3 KRMG
4 KAYI-F>>	4 KRAV-AF>	4 KMYZ-F>	4 KRAV-AF>	4 KMOD-F	4 KWEN-F	4 KWEN-F>	KMYZ-F	4 KMYZ-F	4 KVLT-F
5 KRAV-AF>	5 KAYI-F	5 KXOJ-F	5 KBEZ-F	5 KMYZ-F	5 KVOO-F>	5 KVOO-F	KAYI-F>	5 KVLT-F	5 KBEZ-F
6 KVOO-F	6	KQMJ-F	6 KVLT-F	6 KVLT-F	6 KTOW-F	6	6 KVLT-F	6 KRMG	6 KVOO-F
7 KQMJ-F	7	7	7 KQMJ-F	KQMJ-F	KRMG >	7	KRMG	7	7
8	8	8	KAYI-F	8	8	8	8 KCMA-F>	8	8

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		157 (2)	157 (2)	16.2	17.5
AOR/CLASSIC		149 (2)	149 (2)	15.4	11.8
AC/OLDIES/SOFT ROCK	6 (2)	145 (4)	151 (6)	15.6	14.8
MOR/VARIETY	107 (2)		107 (2)	11.1	10.4
COUNTRY	68 (1)	189 (4)	257 (5)	26.5	30.5
BLACK/URBAN	19 (1)		19 (1)	2.0	2.1
BEAUTIFUL/EASY		89 (1)	89 (1)	9.2	9.2
NEWS/TALK					
NOSTALGIA					0.5
RELIGION/GOSPEL	7 (1)	17 (1)	24 (2)	2.5	2.4
SPANISH					
CLASSICAL		15 (1)	15 (1)	1.5	0.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	207 (7)	761 (15)	968 (22)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KAKC	1300	Tulsa	0.5/2.2/ 5/ 146
KCFO	970	Tulsa	0.6/2.7/ 9/ 251
KREK-F	104.9	Bristol	0.6/1.8/ 6/ 119
KTOW-F	102.3	Sand Springs	1.2/2.8/ 14/ 189
KGGF	690	Coffeyville	0.4/0.9/ 42/ 467
KWKL-F	106.5	Arkansas City	0.4/1.0/ 12/ 167

RADIO STATIONS

KBLK,	1550,	2.5 KW/350W (DA-2),	BLACK		, $ 15.00	(---)		Eddie Harris
KCFO,	970,	2.5 KW/1 KW (DA-2),	RELIGION		, $ 12.00	(---)	Salem	Ken Staley
KRMG,	740,	50 KW/25 KW (DA-2),	MOR/FULL SER.	ABC I	, $ 56.00	(Katz)	NewCity	Rod Krebes
KVOO,	1170,	50 KW (DA-N)	, COUNTRY		, $ 50.00	(Eastman)	Great Empire	Mike DeMarco
KAYI-F,	106.9,	100 KW @ 1005,	CHR	ABC F	, $ 44.00	(Katz)	Naragansett (MUSKOGEE)	Mike Johnson
KBEZ-F,	92.9,	100 KW @ 1318,	EZ	ABC D, UNIPWR,	$ 32.00	(Christal)	WIN/ML	Linda Taber
KCMA-F,	92.1,	2.3 KW @ 374,	CLASSICAL		, $ 20.00	(CMBS)		Jim Fellows
KMOD-F,	97.5,	100 KW @ 1327,	AOR		, $ 70.00	(Christal)	Clear Channel	Bill Paddock
KMYZ-F,	104.5,	70 KW @ 1130,	CHR	ABC R,	$ 33.00	(Banner)	Shamrock-Lynette (PAYOR)	Rick Cohn
KQMJ-F,	99.5,	100 KW @ 981,	AC		, $ 30.00	(Banner)	(HENRYETTA)	Gerry Swanson
KRAV-F,	96.5,	100 KW @ 1327,	AC	UNISUP	, $ 37.00	(Republic)		Jim VanSickle
KTFX-F,	103.3,	100 KW @ 1278,	COUNTRY	UNIPWR	, $ 26.00	(---)		Bill Payne
KVLT-F,	106.1,	100 KW @ 1321,	OLDIES		, $ 31.00	(Christal)	Federated (OWASSO)	Steve Nicholl
KVOO-F,	98.5,	100 KW @ 1226,	COUNTRY	UNIULT	, $ N/A	(Eastman)	Great Empire	Mike DeMarco
KWEN-F,	95.5,	100 KW @ 1327,	COUNTRY		, $ 68.00	(Katz)	NewCity	Rod Krebes

Miscellaneous Comments: KVOO A/F sold by Stuart to Great Empire for $7,400,000 (E)

UTICA-ROME

Arbitron Rank/Pop (12+): 133/267,800
MSA Rank/Pop: 150/313,100
ADI # 159
Average Person Ratings: 16.7
Market TSL: 22.25 hours

Stations: 23/16
Diaries: 625/428:1/55.9%
Sample Target: 660
% Below Line: 7.8
% Not Listed: 13.4

1989 Revenue: $7,500,000
HH Inc.: $26,117
Retail $: 2.0 Bil
Pop per Station: 16,737
#1 Biller: WOUR-F $1,300,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WOUR-F	(AOR)	56/12.5	9.9	13.7	----	12.5	----	64/777	647/24.2	20.2	22.5		12.1	51	572	WOUR-F
2. WRCK-F	(CHR)	48/10.7	10.5	10.1	----	8.7	----	62/776	584/21.8	24.9	25.1		16.1	68	749	WRCK-F
3. WFRG-AF	(C)	42/ 9.3	9.5	15.5	----	10.2	----	69/768	546/20.4	20.8	20.8		11.1	47	514	WFRG-AF
4. WUUU-F	(O)	35/ 7.8	10.1	7.2	----	8.9	----	39/521	453/16.9	18.9	19.8		7.6	32	406	WUUU-F
5. WKGW-F	(AC)	32/ 7.1	7.0	5.4	----	4.9	----	36/530	449/16.8	16.6	19.4		6.1	26	371	WKGW-F
WIBX	(N/T)	32/ 7.1	8.8	8.1	----	11.8	----	34/560	513/19.2	21.1	18.1		5.7	26	375	WIBX
7. WLZW-F	(SAC)	26/ 5.8	5.0	4.3	----	9.6	----	30/445	384/14.3	16.3	19.0		4.0	17	232	WLZW-F
8. WKLL-F	(CL AOR)	23/ 5.1	----	----	----	----	----	25/469	393/14.7	0.0	0.0		11.1	47	541	WKLL-F
9. WYUT-F	(BB)	15/ 3.3	4.2	4.3	----	2.9	----	15/266	244/ 7.6	9.3	9.5		0.2	1	31	WYUT-F
WUTQ	(BB)	15/ 3.3	2.6	1.5	----	2.4	----	15/140	140/ 5.2	5.0	5.9		1.2	5	52	WUTQ
11. WYYY-F	(AC)	10/ 2.2	1.1	1.3	----	1.3	----	16/214	133/ 5.0	4.6	5.3		1.7	7	140	WYYY-F
WTLB	(O)	10/ 2.2	3.0	3.9	----	4.7	----	10/183	175/ 6.5	8.7	10.1		1.2	5	110	WTLB

12+ FM SHARE (METRO): 79.90% (310 of 388) (SPG 89: 76.21%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WRCK-F>>	1 WOUR-F>>	1 WOUR-F>	1 WOUR-F<	1 WUUU-F	1 WFRG-AF<	1 WIBX	1 WOUR-F>	1 WOUR-F	1 WOUR-F	1 WFRG-F
2 WOUR-F	2 WRCK-F>	2 WRCK-F	2 WUUU-F	WOUR-F<	2 WIBX	2 WOUR-F<	2 WFRG-AF<	2 WRCK-F	2 WRCK-F>>	2 WYYY-F
3	3 WKLL-F	3 WFRG-AF<	3 WFRG-AF	3 WFRG-AF>	3 WUUU-F>	3 WRCK-F	3 WUUU-F	3 WFRG-AF<	3 WKGW-F	WIBX
4	4 WFRG-AF	4 WUUU-F	4 WRCK-F	4 WLZW-F	4 WLZW-F	4 WFRG-AF	4 WKGW-F	4 WUUU-F	4 WKLL-F	4
5	5 WKGW-F	5 WKGW-F	WKGW-F	5 WRCK-F	5 WKGW-F	5 WUUU-F	5 WLZW-F	5 WKGW-F	5	5
6	6	6	6 WLZW-F	WKGW-F	6	6	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WRCK-F>>	1 WRCK-F>>	1 WRCK-F>>	1 WRCK-F	1 WUUU-F	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F>>	1 WOUR-F
2 WOUR-F>	2 WOUR-F	2 WKGW-F	2 WUUU-F	2 WRCK-F	2 WRCK-F	2 WFRG-AF	2 WFRG-AF	2 WFRG-AF>	2 WFRG-AF>
3 WKGW-F>	WKGW-F>	3 WYYY-F	3 WKGW-F	3 WKGW-F	3 WFRG-AF>	3 WRCK-F	WKLL-F>>	3 WUUU-F	3 WUUU-F
4 WLZW-F	4 WUUU-F	WUUU-F	4 WLZW-F	4 WLZW-F	4 WKLL-F>	4 WKLL-F	4	4 WRCK-F	4 WLZW-F
WKLL-F<	WKLL-F	WOUR-F	WKLL-F	5 WFRG-AF	5 WYYY-F	5		WKLL-F	5 WKLL-F
6 WUUU-F>	6	WKLL-F	6 WFRG-AF	WKLL-F	WAQX-F>>	6		6	WKGW-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	13.7	17.2
AOR/CLASSIC		85 (4)	85 (4)	21.9	18.4
AC/OLDIES/SOFT ROCK	10 (1)	108 (6)	118 (7)	30.4	20.9
MOR/VARIETY	3 (1)		3 (1)	0.8	2.2
COUNTRY	12 (3)	40 (1)	52 (4)	13.4	20.9
BLACK/URBAN					
BEAUTIFUL/EASY		9 (1)	9 (1)	2.3	1.2
NEWS/TALK	32 (1)		32 (1)	8.2	9.2
NOSTALGIA	15 (1)	15 (1)	30 (2)	7.7	8.0
RELIGION/GOSPEL	6 (1)		6 (1)	1.5	1.0
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.0
	78 (8)	310 (15)	388 (23)		

OTHER RATED STATIONS			METRO SHARE/CUME RTG/TSA AQH/TSA CUME
WBRV	900	Booneville	0.4/1.6/ 5/ 97
WIBQ-F	93.5	Remsen	0.7/2.7/ 4/ 84
WLFH	1230	Little Falls	1.8/5.9/ 11/ 202
WRUN	1150	Utica/Rome	1.3/5.0/ 6/ 134
WAQX-F	95.7	Manlius/Syracus	0.9/3.4/ 19/ 237
WKFM-F	104.7	Fulton/Syracuse	0.4/4.0/ 11/ 261
WNTQ-F	93.1	Syracuse	1.1/3.8/ 12/ 239
WRHP-F	107.9	Syracuse	2.0/4.9/ 21/ 205
WSHQ-F	103.5	Cobleskl	0.4/3.4/ 15/ 277
WSYR	570	Syracuse	0.7/4.0/ 16/ 222

RADIO STATIONS

WIBX,	950,	5 KW (DA-1)	, NEWS/TALK	BCS, MBS ,	$ 25.00	(McGuild)		Sherman Robbins
WTLB,	1310,	5 KW/500 W (DA-2)	, OLDIES	ABC D,UNIULT,	$ 14.00	(Eastman)	H & D	Bruce Sohigian
WUTQ,	1550,	1 KW/3 W	, EZ/NOST.	CNN, UNISUP,	$ 13.00	(Durpetti)	Premiere	Larry Goldberg
WFRG-F,	96.1,	7 KW @ 600,	COUNTRY	,	$ 28.00	(Christal)	Arrow	Dan Farr
WKGW-F,	104.3,	100 KW @ 500,	AC	UNIPWR,	$ 22.00	(Katz)	Peoples	Jack Altdoerffer
WKLL-F,	94.9,	50 KW @ 280,	CLASSIC AOR	,	$ 14.00	(----)	(FRANKFORT)	
WLZW-F,	98.7,	25 KW @ 660,	SOFT AC	,	$ 20.00	(McGuild)		Sherman Robbins
WOUR-F,	96.9,	16 KW @ 800,	AOR	ABC F,	$ 35.00	(Durpetti)	Premiere	Larry Goldberg
WRCK-F,	107.3,	50 KW @ 500,	CHR	ABC F,	$ 23.00	(Eastman)	H & D	Bruce Shoigian
WUUU-F,	102.5,	27 KW @ 650,	OLDIES	UNISUP, MBS,	$ 26.00	(HNWH)		Jack Moran
WYUT-F,	92.7,	3 KW @ 300,	NOSTALGIA	UNISUP,UNIULT,	$ 14.00	(K & P)	(HERKINER)	Elton Spitzer

Miscellaneous Comments: WNYZ-F changes to WLZW and format from CHR to SOFT AC...WUTQ, WOUR-F sold by Premier to Bendat for $13,500,000 (price also included sale of WABY, WKLI-F (Albany)...

WACO

Arbitron Rank/Pop (12+): 180/161,000

MSA Rank/Pop: 212/191,100
ADI # 97
Average Person Ratings: 17.3
Market TSL: 23.0 hours

Stations: 19/9
Diaries: 592/272:1/51.0%
Sample Target: 550
% Below Line: 21.5
% Not Listed: 20.4

1989 Revenue: $6,200,000
HH Inc.: $0
Retail $: 1.1 Bil
Pop per Station: 17,888
#1 Biller: NA

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KWTX-F	(CHR)	46/16.5	----	19.5	----	16.0	----	77/949	544/33.8		33.1					KWTX-F
2. WACO-F	(C)	27/ 9.7	----	5.3	----	5.1	----	30/470	344/21.4		16.5					WACO-F
3. KNFO-F	(C)	24/ 8.5	----	8.1	----	8.4	----	39/588	312/19.4		17.0					KNFO-F
4. KJNE-F	(C)	23/ 8.2	----	8.1	----	14.8	----	37/512	316/19.6		17.6					KJNE-F
5. KWTX	(BB)	20/ 7.2	----	9.3	----	7.2	----	22/285	238/14.8		15.0					KWTX
6. KKDA-F	(B)	18/ 6.5	----	8.9	----	10.1	----	27/278	177/11.0		12.9					KKDA-F
7. WBAP	(C)	14/ 5.0	----	2.8	----	5.1	----	59/638	194/12.0		10.6					WBAP
8. KZPS-F	(CL AOR)	10/ 3.6	----	1.2	----	2.1	----	13/193	101/ 6.3		7.2					KZPS-F
9. WACO	(C)	9/ 3.2	----	6.1	----	8.0	----	10/188	173/10.7		18.8					WACO
10. KBTS-F	(CHR)	7/ 2.5	----	2.0	----	2.1	----	67/992	175/10.9		9.7					KBTS-F
11. KRZI	(O)	6/ 2.2	----	1.2	----	1.3	----	6/101	101/ 6.3		8.1					KRZI
12.																
13.																
14.																
15.																

12+ FM SHARE (METRO): 74.77% (166 of 222) (SPG 89: 69.95%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F>	1 KWTX	1 KWTX-F	1 KWTX	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>	1 KWTX-F>>
2	2 WACO-F>	2 WACO-F	2 WACO	2 WACO-F	2 KNFO-F	2 KNFO-F	2 KJNE-F<	2 KJNE-F	2 KKDA-F	2 WBAP
3	3 KKDA-F	3 KJNE-F	3 KEYR-F	3 KJNE-F>	KJNE-F	3 WACO <	3 WACO-F	3 WACO-F	3 WBAP	KKDA-F
4	4 KZPS-F	4 KKDA-F	4 KKDA-F	4 KKDA-F	4 KWTX-F	4 WACO-F	4 KWTX	4 KNFO-F	4 WACO-F	4
5	KJNE-F	5 KNFO-F	5 KJNE-F	KNFO-F	5	KJNE-F	5	5 KWTX	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KWTX-F>>	1 KWTX-F>>	1 KWTX-F	1 KWTX-F>>	1 KWTX-F>	1 KWTX-F>	1 KWTX-F	1 KZPS-F	1 KWTX-F>	1 KWTX-F
2 KKDA-F	2 WACO-F>	2 WACO-F>	2 WACO-F	2 WACO-F	2 WACO-F>	2 WACO-F>	WACO-F	2 WACO-F	2 WBAP
KBTS-F>	3 KJNE-F	3 KJNE-F>>	3 KJNE-F	KJNE-F>	3 KBTS-F	3 KZPS-F	KWTX-F>	3 KKDA-F	WACO-F
4	4 KKDA-F	4 KKDA-F>>	4 KNFO-F	4 KNFO-F	KNFO-F>	KKDA-F	4 KKDA-F>	4 WBAP	4 KZPS-F
5	5	5	5	5	5	5 KNFO-F	5 WBAP >>	KZPS-F	KKDA-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		53 (2)	53 (2)	23.9	26.1
AOR/CLASSIC		10 (1)	10 (1)	4.5	2.5
AC/OLDIES/SOFT ROCK	6 (1)	3 (2)	9 (3)	4.1	9.4
MOR/VARIETY					
COUNTRY	23 (2)	75 (4)	98 (6)	44.1	23.2
BLACK/URBAN		18 (1)	18 (1)	8.1	10.8
BEAUTIFUL/EASY					
NEWS/TALK	3 (1)		3 (1)	1.4	10.3
NOSTALGIA	20 (1)		20 (1)	9.0	11.3
RELIGION/GOSPEL	4 (1)	2 (1)	6 (2)	2.7	3.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE		2 (1)	2 (1)	0.9	1.5
UNKNOWN/OTHERS		3 (1)	3 (1)	1.4	1.5
	56 (6)	166 (13)	222 (19)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KBBW	1010	Waco-Marlin	1.4/5.6/ 7/ 127
KEYR-F	92.9	Marlin/Waco	1.1/6.5/ 3/ 124
KKWM-F	97.9	Dallas	0.4/1.8/ 2/ 53
KLTY-F	94.1	Ft.Worth/Dallas	0.7/4.2/ 6/ 172
KLUV-F	98.7	Dallas/Ft.Worth	0.7/3.3/ 8/ 128
KOAI-F	106.1	Denton	0.7/2.8/ 2/ 45
KRLD	1080	Dallas	1.1/7.6/ 7/ 263
KSCS-F	96.3	Dallas/Ft.Worth	0.4/1.8/ 9/ 151

RADIO STATIONS

KRZI ,	1580,	1 KW/500 W	,	Oldies	UNISUP UNIULT, $10.00	(---)		Van Goodall
KWTX ,	1230,	1 KW	,	Nostalgia/MOR	SMN, $18.00	(Mc-Guild)		Vic Kaspar
WACO ,	1460,	1 KW (DA-N)	,	Country	ABC E, $14.00	(Christal)	Sun Group/Sage	Jerry Clemmons
KJNE-F,	102.5,	100 KW @ 550	,	Country	, $27.00	(Banner)	(HILLSBORO)	Dale Palmer
KNFO-F,	95.5,	85 KW @ 1073	,	Country	UNIPWR, $30.00	(Katz)		Dave South
KWTX-F,	97.5,	100 KW @ 1569	,	CHR	, $26.00	(Mc-Guild)		Vic Kaspar
WACO-F,	99.9,	100 KW @ 452	,	Country	ABC E, $27.00	(Christal)	Sun Group/Sage	Jerry Clemmons

Other ranked stations — See Dallas or Austin

Misc. Comments: KTKS-F changes back to WACO-F and format to Country (Feb) . . .KJNE-F purchased from Moran to Hilliard... 49% of WACO, KTKS-F sold by Sage to Sungroup...49% of WGNE-F sold by Sage to Sungroup

WASHINGTON

Arbitron Rank/Pop (12+): 9/3,171,100

MSA Rank/Pop: 6/3,774,200
ADI # 9
Average Person Ratings: 16.9
Market TSL: 22.25 hours

Stations: 36/30
Diaries: 2500/1268:1/53.1%
Sample Target: 2150
% Below Line: 3.1
% Not Listed: 12.5

1989 Revenue: $144,400,000
HH Inc.: $41,825
Retail $: 31.5 Bil
Pop per Station: 105,703
#1 Biller: WMZQ-AF $14,500,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WGAY-F	(EZ)	381/ 7.1	6.2	7.7	7.1	6.0	7.0	443/4978	4473/14.1	15.8	13.8		4.5	250	3294	WGAY-F
2. WPGC-F	(CHR)	364/ 6.8	7.4	6.7	5.8	6.4	6.7	406/6196	5421/17.1	16.4	13.7		10.7	602	5846	WPGC-F
3. WMZQ-AF	(C)	339/ 6.3	5.8	6.6	6.4	6.1	6.3	416/5530	4472/14.1	14.3	12.9		5.8	324	3845	WMZQ-AF
4. WMAL	(MOR)	272/ 5.1	5.0	5.4	5.5	5.3	5.3	295/4000	3744/11.8	16.9	12.7		4.5	252	3678	WMAL
WAVA-F	(CHR)	272/ 5.1	4.0	4.8	5.3	4.7	4.8	316/6412	5432/17.1	16.1	16.2		5.7	321	5543	WAVA-F
6. WKYS-F	(B)	259/ 4.8	7.0	5.3	4.6	5.0	5.4	283/4411	3990/12.6	12.4	10.9		6.2	348	4658	WKYS-F
7. WASH-F	(AC)	223/ 4.2	4.5	3.3	3.6	4.0	3.9	245/4049	3597/11.3	10.5	11.3		2.4	136	2118	WASH-F
8. WHUR-F	(B)	208/ 3.9	3.9	3.8	4.1	3.7	3.9	225/4341	3860/12.2	12.5	11.6		4.1	229	3104	WHUR-F
WCXR-F	(CL AOR)	208/ 3.9	4.3	3.7	5.2	3.8	4.3	243/4134	3600/11.4	12.2	12.4		4.6	259	3721	WCXR-F
10. WTOP	(N)	205/ 3.8	3.9	3.7	4.5	4.1	4.0	235/5714	5060/16.0	15.7	15.7		3.3	184	4047	WTOP
11. WLTT-F	(AC)	178/ 3.3	3.1	3.7	3.1	3.3	3.3	203/3919	3463/10.9	11.7	10.6		3.4	192	2499	WLTT-F
12. WMMJ-F	(B)	176/ 3.3	3.2	2.4	3.3	2.9	3.0	177/2412	2391/ 7.5	6.3	4.4		3.2	177	1424	WMMJ-F
WGMS-F	(CL)	176/ 3.3	2.5	2.4	2.7	2.7	2.7	189/2874	2673/ 8.4	8.9	8.5		2.9	161	2088	WGMS-F
14. WRQX-F	(CHR)	171/ 3.2	3.4	4.0	4.7	4.2	3.8	207/5217	4200/13.2	13.5	14.2		3.9	221	4083	WRQX-F
15. WHFS-F	(AOR)	157/ 2.9	3.1	1.9	1.9	2.2	2.5	200/3126	2399/ 7.6	6.0	5.3		2.5	139	2344	WHFS-F
16. WWDC-F	(AOR)	156/ 2.9	2.5	3.1	2.8	3.8	2.8	280/5336	3537/11.2	13.1	14.2		4.5	251	4077	WWDC-F
17. WXTR-F	(O)	152/ 2.8	3.1	3.4	3.1	3.0	3.1	181/3584	3066/ 9.7	10.7	9.8		2.7	152	2821	WXTR-F
18. WWRC	(N/T)	117/ 2.2	1.8	2.4	2.8	2.5	2.3	122/2188	2012/ 6.3	5.6	6.7		2.7	149	1652	WWRC
19. WOL	(B)	107/ 2.0	2.1	1.0	1.2	2.0	1.6	108/1314	1290/ 4.1	3.5	2.8		1.2	67	753	WOL
20. WJFK-F	(CL AOR)	100/ 1.9	1.8	2.2	1.5	1.4	1.9	120/2842	2512/ 7.9	8.4	5.8		2.2	121	2260	WJFK-F
21. WYCB	(REL)	68/ 1.3	0.9	1.2	1.5	1.3	1.2	71/940	913/ 2.9	2.5	2.6		1.4	79	894	WYCB
22. WDJY-F	(B)	59/ 1.1	1.3	1.9	1.7	2.3	1.5	59/1742	1672/ 5.3	7.3	7.6		1.0	54	1399	WDJY-F
23.																
24.																
25.																

12+ FM SHARE (METRO): 80.92% (3795 of 4690) (SPG 89: 78.66%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WPGC-F>	1 WPGC-F>	1 WPGC-F	1 WMZQ-AF	1 WMZQ-AF	1 WGAY-F>	1 WMAL	1 WGAY-F>	1 WGAY-F	1 WPGC-F	1 WPGC-F>
2 WAVA-F	2 WAVA-F<	2 WMZQ-AF	2 WKYS-F	2 WKYS-F	2 WMAL	2 WMZQ-AF<	2 WMZQ-AF	2 WPGC-F	2 WHUR-F	2 WWRC
3 WRQX-F>>	3 WKYS-F	3 WKYS-F	3 WASH-F<	3 WASH-F<	3 WMZQ-AF	3 WTOP <	3 WPGC-F	3 WMZQ-AF	3 WMMJ-F	WMAL
4	4 WMZQ-AF	4 WAVA-F	4 WPGC-F	4 WGAY-F	4 WTOP	4 WAVA-F<	4 WASH-F	4 WKYS-F<	4 WAVA-F	4 WTOP
5	5 WCXR-F<	5 WCXR-F	5 WLTT-F<	5 WPGC-F<	5 WASH-F<	5 WPGC-F<	5 WKYS-F	5 WAVA-F	5 WKYS-F	5 WAVA-F
6	6 WHFS-F	WASH-F	6 WHUR-F	6 WLTT-F	6 WGMS-F	6 WGAY-F<	6 WLTT-F<	6 WCXR-F	6 WRQX-F	6 WHUR-F<
7	7 WWDC-F	7 WHUR-F	WGAY-F	7 WHUR-F	7 WWRC	7 WKYS-F	7 WCXR-F	7 WMAL	7 WMAL	7 WMZQ-F
8	8	8 WLTT-F	WCXR-F	8 WCXR-F	8 WMMJ-F	8	8 WAVA-F	8 WASH-F	WGAY-F	8

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54
1 WPGC-F>	1 WPGC-F>	1 WKYS-F	1 WPGC-F	1 WKYS-F
2 WRQX-F<	2 WKYS-F<	2 WPGC-F	2 WKYS-F	2 WASH-F
3 WAVA-F	3 WAVA-F>	3 WAVA-F<	3 WAVA-F	3 WMZQ-AF
4 WHFS-F>	4 WRQX-F<	4 WLTT-F	4 WASH-F<	4 WLTT-F<
5 WKYS-F	5 WLTT-F	5 WMZQ-AF	5 WMZQ-AF<	5 WPGC-F
WCXR-F	6 WMZQ-AF<	WASH-F	6 WLTT-F>	6 WGAY-F
7 WHUR-F	7 WCXR-F<	7 WCXR-F	7 WGAY-F	7 WAVA-F
8 WWDC-F	8 WHFS-F	8	8 WCXR-F	8 WXTR-F

MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WAVA-F	1 WMZQ-AF<	1 WMZQ-AF	1 WMZQ-AF	1 WMZQ-AF>
2 WPGC-F	2 WPGC-F	2 WHFS-F	2 WCXR-F	2 WHUR-F<
3 WWDC-F	3 WHFS-F	3 WCXR-F<	3 WPGC-F	3 WCXR-F<
4 WCXR-F>	WCXR-F	4 WPGC-F	WHUR-F<	4 WGAY-F<
5 WKYS-F	5 WAVA-F<	5 WHUR-F	5 WHFS-F	5 WTOP <
6 WJFK-F<	6 WWDC-F	6 WKYS-F	6 WWDC-F	6 WHFS-F
7 WMZQ-AF	7 WHUR-F<	7 WWDC-F	WKYS-F	7 WKYS-F
WIYY-F	8 WKYS-F	8 WJFK-F	8 WAVA-F	WGMS-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP	22 (1)	829 (4)	851 (5)	18.1	18.3	WFMD	930	Frederick	0.5/1.1/ 35/ 501
AOR/CLASSIC		668 (5)	668 (5)	14.2	13.9	WFRE-F	99.9	Frederick	0.7/1.5/ 55/ 783
AC/OLDIES/SOFT ROCK		553 (3)	553 (3)	11.8	12.4	WGMS	570	Bethesda	0.2/1.0/ 12/ 339
MOR/VARIETY	297 (2)		297 (2)	6.3	6.6	WPGC	1580	Morningside	0.4/0.7/ 22/ 220
COUNTRY	8 (1)	396 (3)	404 (4)	8.6	7.0	WUST	1120	Washington	0.4/1.2/ 22/ 396
BLACK/URBAN	107 (1)	702 (4)	809 (5)	17.2	19.8	WWDC	1260	Washington	0.7/2.4/ 38/ 747
BEAUTIFUL/EASY		434 (3)	434 (3)	9.3	7.8	WZYQ-F	103.9	Braddck Hts/Frd	0.4/1.1/ 32/ 465
NEWS/TALK	322 (2)		322 (2)	6.9	7.7				
NOSTALGIA	38 (1)		38 (1)	0.8	1.1	WBQB-F	101.5	Fredericksburg	0.3/0.7/ 43/ 440
RELIGION/GOSPEL	90 (2)	19 (1)	109 (3)	2.3	1.5	WFLS-F	93.3	Fredericksburg	0.8/1.8/ 92/1107
SPANISH					0.4	WFSI-F	107.9	Annapolis	0.4/1.1/ 20/ 444
CLASSICAL	11 (1)	176 (1)	187 (2)	4.0	3.2	WIYY-F	97.9	Baltimore	0.9/2.8/128/2043
JAZZ/NEW AGE						WLIF-F	101.9	Baltimore	0.3/1.3/ 84/1288
UNKNOWN/OTHERS		18 (1)	18 (1)	0.4	0.4	WPOC-F	93.1	Baltimore	0.4/1.5/137/1547
	895 (11)	3795 (25)	4690 (36)						

RADIO STATIONS

AM STATIONS

WCPT,	730,	5 KW/20W (DA-1)	Black		$ 30.00	(Group W)	Westinghouse	Bill Sherard
WDCT,	1310,	5 KW/500 W	Religion		$ 28.00	(—)	Marsh	Dave Reeder
WFAX,	1220,	5 KW (DAYS)	Religion		$ 20.00	(—)		Mitch Miller
WMAL,	630,	5 KW (DA-2)	Full Service	ABC I,	$200.00	(Katz)	Cap Cities/ABC	Tom Bresnahan
WMDO,	1540,	5 KW (DAYS)	Hispanic		$ 35.00	(Katz Hisp.)		Antonio Guernica
WOL ,	1450,	1 KW	Black Talk	NBN UNIULT,	$ 49.00	(K & P)	Almic	Al Liggins
WTOP,	1500,	50 KW (DA-2)	News	CBS MBS,	$174.00	(CBS)	Chase	Michael Douglas
WWDC,	1260,	5 KW (DA-2)	Nostalgia	UNISUP UNIULT,	$ 44.00	(Christal)		Goff Lebhar
WWRC,	980,	5 KW (DA-N)	Talk	NBC MBS,	$ 60.00	(MMR)		Ted Dorf
WYCB,	1340,	1 KW	Gospel	SBN,	$ 40.00	(—)		Karen Jackson

FM STATIONS

WASH,	97.1,	26 KW @ 686	AC	UNISUP,	$111.00	(HNWH)	Chase	Michael Douglas
WAVA,	105.1,	41 KW @ 541	CHR		$158.00	(HNWH)	Emmis	Alan Goodman
WCXR,	105.9,	28 KW @ 648	Classic AOR		$164.00	(Group W)	Westinghouse	Bill Sherard
WDJY,	100.3,	50 KW @ 331	Black	APR,	$ 75.00	(Mc-Guild)	United	Gary Gross
WGAY,	99.5,	21 KW @ 770	EZ		$190.00	(MMR)	Greater Media	Ted Dorf
WGMS,	103.5,	46 KW @ 510	Classical	MBS,	$130.00	(Republic)	Verstandig	Cathy Meloy
WHFS,	99.1,	47 KW @ 360	AOR	APR,	$ 60.00	(Republic)	Duchossois (ANNAPOLIS)	Alan Hay
WHUR,	96.3,	24 KW @ 670	Black		$104.00	(Durpetti)	Howard Univ.	Millard Watkins
WJFK,	106.7,	22 KW @ 730	Classic AOR	ABC R,	$ 80.00	(Torbet)	Infinity	Ken Stevens
WKYS,	93.9,	25 KW @ 707	Black		$192.00	(Eastman)	Albimar	Skip Finley
WLTT,	94.7,	22 KW @ 744	AC		$164.00	(CBS)	CBS	Don Davis
WMMJ,	102.3,	1.4 KW @ 480	Black Oldies	ABC E MBS,	$ 70.00	(K & P)	Almic	Cathy Hughes
WMZQ,	98.7,	50 KW @ 490	Country		$255.00	(Christal)	Viacom	Paul Wilensky
WPGC,	95.5,	50 KW @ 500	CHR/Urban		$160.00	(Banner)	Cook Inlet	Ben Hill
WRQX,	107.3,	36 KW @ 590	CHR	ABC C,	$117.00	(Katz)	Cap Cities/ABC	Maureen Lesourd
WWDC,	101.1,	32 KW @ 760	AOR	UNIPWR,	$180.00	(Christal)		Goff Lebhar
WXTR,	104.1,	50 KW @ 500	Oldies		$140.00	(Mc-Guild)	Radio Ventures	Bob Longwell

FORMAT CODES

AC - Adult Contemporary
AOR - Album Oriented Rock
B - Black (audience predominately black - over 60%)
BB - Big Band, Nostalgia
C - Country
CHR - Contemporary Hit Radio, Top 40, Contemporary
CL - Classical
CL AOR - Classic AOR, Classic Rock
E - Ethnic
EZ - EZ Listening, Beautiful Music, Some Very soft AC
G - Gospel

J/NA - Jazz and New Age
M - Middle of Road, (MOR) Full Service
N - News
O - Oldies (1955 to near 1988)
R - Religion, Christian
SAC - Soft Adult Contemporary
SP - Hispanic/Spanish
T - Talk
U - Urban (majority of audience is non-white)
? - Others or Unknown

WATERLOO-CEDAR FALLS

Arbitron Rank/Pop (12+): 210/121,600
MSA Rank/Pop: 251/146,4
ADI # 81 (w/Dubuque & Ced. Rap)
Average Person Ratings: 14.8
Market TSL: 19.75 hours

Stations: 18/9
Diaries: 656/185:1/65.3%
Sample Target: 550
% Below Line: 13.9
% Not Listed: 20.0

1989 Revenue: $3,700,000
HH Inc.: $30,923
Retail $: .96 Bil
Pop per Station: 13,511
#1 Biller: KFMW-F $925,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. KOEL-F	(C)	36/20.0	——	14.0	——	9.7	——	76/799	382/31.4		24.1		16.1	28	277	KOEL-F
2. KFMW-F	(CHR)	31/17.2	——	19.2	——	19.9	——	75/1022	432/35.5		39.4		18.4	32	492	KFMW-F
3. KOKZ-F	(CHR)	22/12.2	——	15.0	——	15.6	——	39/837	401/33.0		37.6		17.8	31	451	KOKZ-F
4. KWLO	(AC)	11/ 6.1	——	8.9	——	13.4	——	14/308	244/20.1		23.2		8.6	15	174	KWLO
5. WMT	(MOR)	9/ 5.0	——	2.3	——	5.4	——	42/634	112/ 9.2		8.5		2.3	4	115	WMT
KXEL	(C)	9/ 5.0	——	3.3	——	3.2	——	21/319	123/10.1		9.7		4.0	7	129	KXEL
7. KRNA-F	(AOR)	5/ 2.8	——	2.3	——	3.8	——	13/239	75/ 6.2		6.3		3.4	6	98	KRNA-F
8. WHO	(MOR)	4/ 2.2	——	2.8	——	1.1	——	36/506	98/ 8.1		9.2		3.4	6	118	WHO
KWAY-F	(AC)	4/ 2.2	——	3.7	——	4.3	——	6/152	131/10.8		7.8		2.3	4	110	KWAY-F
10.																

12+ FM SHARE (METRO): 71.53% (103 of 144) (SPG 89: 67.80%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KOKZ-F	1 KFMW-F>>	1 KOEL-F<	1 KOEL-F	1 KOEL-F	1 KOEL-F>>	1 KOEL-F	1 KOEL-F	1 KFMW-F	1 KFMW-F	1 KOEL-F
2	2 KOEL-F>	2 KFMW-F>>	2 KFMW-F>>	2 KFMW-F>>	2 KXEL	2 KFMW-F	2 KFMW-F>>	2 KOEL-F>	2 KOKZ-F	2 KFMW-F>
3	3 KOKZ-F	3 KOKZ-F>	3 KOKZ-F	3 KWLO	3 KWLO	3 KOKZ-F	3 KOKZ-F	3 KOKZ-F	3 KOEL-F	3 KWAY-F
4	4	4 KWLO	4 KWLO	KOKZ-F	4	4 KWLO	4 KXEL	4	4	4
5	5	5	5	5 KXEL	5	5	5	5	5	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54		MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>>	1 KOEL-F	1 KOEL-F>		1 KFMW-F>>	1 KFMW-F>>	1 KFMW-F>	1 KFMW-F>	1 KOEL-F
2 KOEL-F	2 KOEL-F>	2 KOEL-F>>	KFMW-F>	2 KFMW-F>		2 KOKZ-F	2 KOEL-F>	2 KOEL-F>	2 KOEL-F>>	2 KFMW-F>
3 KOKZ-F>>	3 KOKZ-F	3 KOKZ-F>>	3 KOKZ-F>	3 KOKZ-F		KOEL-F>>	3 KRNA-F>	3 KRNA-F>	3 KRNA-F	3 KWLO >
4	4	4	4 KWAY	4 KXEL		4 KROC-F	4 KOKZ-F	4 KWLO >>	KWLO	4 KRNA-F
	5		5	5 KWLO		KRNA-F	5	5	KOKZ-F	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %	OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
TOP 40/CHR/CONTEMP		54 (3)	54 (3)	37.5	41.8	KCFI	1250	Cedar Falls/Wtr	1.1/6.8/ 2/ 85
AOR/CLASSIC		5 (1)	5 (1)	3.5	2.8	KWAY	1470	Waverly	0.6/2.4/ 3/ 35
AC/OLDIES/SOFT ROCK	11 (1)	6 (3)	17 (4)	11.8	16.9	KWOF	850	Waterloo	1.7/2.4/ 3/ 29
MOR/VARIETY	15 (3)		15 (3)	10.4	9.0				
COUNTRY	12 (3)	37 (2)	49 (5)	34.0	28.2	KKRQ-F	100.7	IA City/Cdr.Rps	0.6/6.3/ 13/ 256
BLACK/URBAN						KOEL	950	Oelwein	1.1/5.3/ 43/ 483
BEAUTIFUL/EASY						KROC-F	106.9	Rochester	0.6/2.4/ 9/ 171
NEWS/TALK						KTOF-F	104.5	Cedar Rapids	0.6/2.4/ 3/ 64
NOSTALGIA						KXIA-F	101.1	Marshallville	0.6/1.8/ 17/ 241
RELIGION/GOSPEL	3 (1)	1 (1)	4 (2)	2.8	1.1	WMT -F	96.5	Cedar Rapids/IC	0.6/5.2/ 12/ 181
SPANISH									
CLASSICAL									
JAZZ/NEW AGE									
UNKNOWN/OTHERS									
	41 (8)	103 (10)	144 (18)						

RADIO STATIONS

KCFI, 1250, 500 W (DA-2)	, COUNTRY	ABC D , $ 8.00 (Roslin)		Laurie McConnell
KWLO, 1330, 5 KW (DA-2)	, AC	NBC , $ 16.00 (McGuild)	Park	Don Morehead
KXEL, 1540, 50 KW (DA-N)	, COUNTRY	ABC I , $ 13.00 (Republic)	Bahakel	Fred Hendrickson
KFMW-F, 107.9, 100 KW @ 1804, CHR		UNIPWR , $ 24.00 (McGuild)	Park	Don Morehead
KOEL-F, 92.3, 100 KW @ 1000, COUNTRY		ABC E , $ 22.00 (Banner)	(OELWEIN)	Ray Leafstedt
KOKZ-F, 105.7, 100 KW @ 1403, CHR		ABC C , $ 19.00 (Republic)	Bahakel	Fred Hendrickson
KWAY-F, 99.3, 3 KW @ 180, AC		, $ 10.00 (——)	(WAVERLY)	Al Suhr

OTHER RANKED STATIONS — See Des Moines or Cedar Rapids

WEST PALM BEACH

Arbitron Rank/Pop (12+): 53/751,900

MSA Rank/Pop: 63/841,700
ADI # 50
Average Person Ratings: 17.4
Market TSL: 23.25 hours

Stations: 36/16
Diaries: 1077/698:1/51.3%
Sample Target: 1070
% Below Line: 27.4
% Not Listed: 11.0

1989 Revenue: $23,000,000
HH Inc.: $39,666
Retail $: 7.3 Bil
Pop per Station: 46,993
#1 Biller: WRMF-F $6,000,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WEAT-AF	(EZ)	211/16.2	16.8	19.3	18.7	17.5	17.8	314/3207	2020/26.9	28.9	27.4	11.2	125	1515	WEAT-AF
2. WRMF-F	(AC)	131/10.0	7.0	8.5	8.4	11.5	8.5	212/2189	1354/18.0	17.4	20.2	7.8	87	1004	WRMF-F
3. WIRK-F	(C)	90/ 6.9	3.7	5.4	5.3	5.4	5.3	111/1467	1041/13.8	10.9	9.9	3.9	44	482	WIRK-F
4. WJNO	(N/T)	88/ 6.7	6.2	6.7	6.9	5.0	6.6	95/1265	1043/13.9	14.9	12.7	5.8	65	866	WJNO
5. WOVV-F	(CHR)	60/ 4.6	5.2	4.4	3.6	3.9	4.4	119/1691	912/12.1	12.1	10.0	3.8	43	760	WOVV-F
6. WKGR-F	(AOR)	48/ 3.7	2.8	3.0	3.1	1.7	3.2	115/1371	701/ 9.3	8.4	7.3	3.9	44	636	WKGR-F
7. WHQT-F	(CHR)	47/ 3.6	6.0	5.9	4.7	4.5	5.1	155/1762	524/ 7.0	10.0	8.8	6.5	73	795	WHQT-F
WOLL-F	(O)	47/ 3.6	2.5	2.3	2.2	1.5	2.7	51/774	633/ 8.4	5.6	4.3	2.4	27	405	WOLL-F
9. WNGS-F	(SAC)	33/ 2.5	2.8	2.6	2.2	2.4	2.5	35/501	486/ 6.5	6.3	6.8	3.2	36	453	WNGS-F
10. WSHE-F	(AOR)	31/ 2.4	4.2	3.2	2.5	2.0	3.1	108/1530	500/ 6.6	8.3	7.6	4.9	55	655	WSHE-F
WIOD	(N/T)	31/ 2.4	2.0	2.3	2.1	2.0	2.2	122/1809	439/ 5.8	6.5	5.6	2.5	11	296	WIOD
12. WMXJ-F	(O)	27/ 2.1	2.0	1.8	2.4	2.3	2.1	122/1763	362/ 4.8	7.5	6.3	1.2	13	353	WMXJ-F
13. WZTA-F	(AOR)	24/ 1.8	1.8	1.8	1.5	2.4	1.7	90/1150	356/ 4.7	5.6	6.3	3.8	42	516	WZTA-F
WEDR-F	(B)	24/ 1.8	----	----	----	----	0.4	89/723	217/ 2.9	0.0	0.0				WEDR-F
15. WHYI-F	(CHR)	22/ 1.7	1.5	2.3	2.7	2.2	2.0	152/2380	565/ 7.5	9.4	9.9	2.0	22	626	WHYI-F
16. WPBR	(T)	20/ 1.5	0.6	1.2	0.7	2.1	1.0	21/288	257/ 3.4	4.8	5.1	1.7	19	260	WPBR

12+ FM SHARE (METRO): 77.86% (904 of 1161) (SPG 89: 79.41%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOVV-F>>	1 WRMF-F>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>	1 WEAT-AF>>	1 WEAT-AF	1 WEAT-AF>	1 WEAT-AF	1 WEAT-AF>	1 WJNO
2 WHQT-F>	2 WKGR-F	2 WKGR-F	2 WKGR-F<	2 WIRK-F	2 WJNO	2 WRMF-F	2 WRMF-F>	2 WRMF-F>	2 WJNO	WEAT-F
3 WHYI-F	3 WOVV-F	3 WIRK-F	3 WIRK-F	3 WKGR-F	3 WIRK-F	3 WJNO	3 WIRK-F	3 WIRK-F<	3 WRMF-F	3 WIOD >>
4	4 WHQT-F	4 WOVV-F	4 WOLL-F	4 WOLL-F>	4 WRMF-F>	4 WIRK-F>	4 WJNO	4 WJNO	4 WOVV-F<	4 WPBR <
5	5 WSHE-F	WOLL-F	5	5 WEAT-AF	5 WOLL-F	5 WOVV-F	5 WKGR-F	5 WOVV-F	5 WEDR-F	5 WSHE-F
6	6	6	6	6	6	6 WIOD	6	6	6 WIRK-F	6 WRMF-F

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHQT-F	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WRMF-F>>	1 WOVV-F>	1 WKGR-F	1 WKGR-F>	1 WRMF-F	1 WRMF-F
2 WRMF-F>	2 WHQT-F>	2 WIRK-F	2 WHQT-F	2 WIRK-F>	2 WEDR-F	2 WRMF-F	2 WRMF-F	2 WKGR-F>	2 WKGR-F
3 WOVV-F>	3 WOVV-F	3 WOVV-F	3 WIRK-F	3 WEAT-AF	3 WSHE-F<	3 WOVV-F	3 WZTA-F	3 WIRK-F	3 WIRK-F
4 WSHE-F	4 WIRK-F	WKGR-F	4 WOVV-F	WOLL-F>	4 WRMF-F>	4 WSHE-F	4 WSHE-F>	4 WSHE-F	4 WOLL-F
WEDR-F>	5 WKGR-F	5 WHQT-F	WOLL-F	5 WHQT-F	5 WQBA-F	5 WZTA-F	5 WOVV-F	WOVV-F	5 WZTA-F
6	6	WNGS-F>	6	6	WHQT-F	6	6 WMXJ-F	WOLL-F	6
7	7	7 WSHE-F	7	7	WKGR-F	7	WOLL-F>	7	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		151 (5)	151 (5)	13.0	8.1
AOR/CLASSIC		114 (4)	114 (4)	9.8	8.2
AC/OLDIES/SOFT ROCK		276 (7)	276 (7)	23.8	25.5
MOR/VARIETY	9 (1)		9 (1)	0.8	
COUNTRY		105 (2)	105 (2)	9.0	8.0
BLACK/URBAN	60 (4)	24 (1)	84 (5)	7.2	8.6
BEAUTIFUL/EASY	13 (1)	209 (2)	222 (3)	19.1	24.0
NEWS/TALK	175 (6)		175 (6)	15.1	12.3
NOSTALGIA					2.1
RELIGION/GOSPEL					0.9
SPANISH		8 (1)	8 (1)	0.7	
CLASSICAL		11 (1)	11 (1)	0.9	1.8
JAZZ/NEW AGE					
UNKNOWN/OTHERS		6 (1)	6 (1)	0.5	0.6
	257 (12)	904 (24)	1161 (36)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WDBF	1420	Delray Bch/W.P.	0.7/1.7/ 9/ 172
WPOM	1600	Riviera Bch/WPl	1.1/3.5/ 14/ 261
WSBR	740	Boca Rtn/WPlmBc	0.9/3.2/ 17/ 457
WSWN	900	Belle Glade	1.2/2.9/ 22/ 354
WTRU-F	99.5	Jupiter	0.5/2.3/ 6/ 206
WYFX	1040	Boynton Bch/Mia	1.4/3.1/ 35/ 520
WPXY-F	105.9	Ft. Lauderdale	0.5/3.8/ 91/1672
WFLC-F	97.3	Miami/Ft.Laud.	0.8/3.7/ 62/1428
WINZ	940	Miami	1.0/3.1/105/1573
WJQY-F	106.7	Ft. Lauderdale	1.3/3.6/131/1582
WKIS-F	99.9	Boca Raton	1.1/4.3/158/1896
WLVE-F	93.9	Miami Beach	1.1/3.1/ 67/1179
WLYF-F	101.5	Miami	0.8/3.9/190/2251
WNWS	790	South Miami	0.8/2.0/ 66/1060
WPOW-F	96.5	Miami/Ft Ldrdle	1.3/4.6/ 98/1471
WQBA-F	107.5	Miami	0.6/1.0/ 17/ 229
WRBD	1470	Pompano Beach	0.9/1.3/ 23/ 365
WTMI-F	93.1	Miami/Ft Ldrdle	0.8/3.2/ 58/1216
WZZR-F	92.7	Stuart/PtStLuci	0.4/2.3/ 29/ 590

RADIO STATIONS

WEAT, 850, 5 KW/1 KW (DA-2)	, SEE WEAT-F	, $				
WJNO, 1230, 1 KW	, NEWS/TALK	CBS, ABC E, $	55.00 (Banner)	Fairbanks		George Mills
WPBR, 1340, 1 KW	, TALK	SOURCE, $	19.00 (Eastman)			Arnold Lampert
WPOM, 1600, 1 KW (DA-1)	, BLACK	, $	23.00 (Republic)			Steve Nettere
WYFX, 1040, 25 KW/1 KW (DA-2)	, BLACK	SBN, $	18.00 (K & P)			Gary Lewis
WEAT-F, 104.3, 56 KW @ 1250,	EZ	, $	80.00 (Katz)	Taylor		Jim Connor
WIRK-F, 107.9, 100 KW @ 340,	COUNTRY	, $	60.00 (HNWH)	Price		Alan Chapman
WKGR-F, 98.7, 100 KW @ 1380,	AOR	UPI, $	43.00 (HNWH)		(FORT PIERCE)	Garrett Claney
WNGS-F, 92.1, 2.2 KW @ 378,	SOFT AC	, $	30.00 (Eastman)			Marc Telsey
WOLL-F, 94.3, 1.4 KW @ 481,	OLDIES	, $	37.00 (Republic)	Lappin		Martin Perrone
WOVV-F, 95.5, 100 KW @ 982,	CHR	SOURCE, $	40.00 (McGuild)		(FORT PIERCE)	Mark Kanak
WRMF-F, 97.9, 100 KW @ 1350,	AC	, $	115.00 (Banner)	Fairbanks		Gary Mills

OTHER RANKED STATIONS -- See Miami...NOTE: WPOM was determined by Arbitron to have engaged in a "special station activity. Basically WPOM used on-air, "write it down" announcements.
WIRA, WOVV-F sold by Roth to Ardman for $8,900,000 (Richards)...

WHEELING

Arbitron Rank/Pop (12+): 191/146,200

MSA Rank/Pop: 229/168,900
ADI # 137 (w/Steubenville)
Average Person Ratings: 16.5
Market TSL: 22.25 hours

Stations: 15/9
Diaries: 660/222:1/62.6%
Sample Target: 580
% Below Line: 6.2
% Not Listed: 10.8

1989 Revenue: $7,300,000
HH Inc.: $23,216
Retail $: 1.16 Bil
Pop per Station: 16,244
#1 Biller: WWVA/WOVK-F $2,700,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WOMP-F	(CHR)	45/18.7	----	23.6	----	25.8	----	88/1106	554/37.9		42.1		30.4	72	550	WOMP-F
2.	WOVK-F	(C)	30/12.4	----	12.6	----	10.1	----	59/603	339/23.2		26.5		12.2	29	378	WOVK-F
3.	WWVA	(C)	28/11.6	----	12.6	----	14.5	----	48/705	365/25.0		26.9		8.9	21	419	WWVA
4.	WKWK-F	(AC)	26/10.8	----	8.9	----	10.1	----	37/434	285/19.5		16.8		9.7	23	263	WKWK-F
5.	WEGW-F	(O)	24/10.0	----	8.5	----	12.5	----	38/511	309/21.1		19.1		16.9	40	464	WEGW-F
6.	WHLX-F	(EZ)	21/ 8.7	----	0.4	----	1.6	----	27/294	210/14.4		6.7		1.3	3	99	WHLX-F
7.	WBBD	(BB)	10/ 4.1	----	4.5	----	----	----	14/164	133/ 9.1		8.0		2.5	6	108	WBBD
8.	WOMP	(N/T)	9/ 3.7	----	6.1	----	7.7	----	9/189	163/11.1		9.1		3.4	8	167	WOMP
9.	WKWK	(O)	7/ 2.9	----	2.0	----	3.6	----	7/141	127/ 8.7		10.2		1.3	3	53	WKWK
10.																	

12+ FM SHARE (METRO): 74.88% (161 of 215) (SPG 89: 68.69%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WOMP-F>>	1 WOMP-F	1 WOMP-F>	1 WOMP-F	1 WOMP-F	1 WWVA	1 WOMP-F	1 WOMP-F	1 WOMP-F	1 WOMP-F>>	1 WOVK-F>
2 WEGW-F	2 WEGW-F>	2 WOVK-F	2 WKWK-F	2 WOVK-F	2 WHLX-F	2 WWVA	2 WWVA	2 WOVK-F	2 WOVK-F>	2 WKWK-F
3	3 WKWK-F	WKWK-F	3 WOVK-F	WKWK-F	3 WOVK-F>	3 WOVK-F	WOVK-F	3 WWVA	3 WEGW-F	3 WEGW-F
4	4 WOVK-F	4 WEGW-F	4 WEGW-F	4 WEGW-F	4 WOMP-F	4 WKWK-F	WKWK-F	4 WEGW-F	4 WKWK-F	4 WWVA
5	5	5	5 WWVA	5 WWVA	WKWK-F	5 WOMP	5 WEGW-F	5 WKWK-F	5	WOMP-F
6	6	6	6	6	6	6	6 WHLX-F	6 WHLX-F	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WOMP-F>>	1 WOMP-F	1 WKWK-F	1 WOMP-F	1 WOMP-F	1 WOVK-F	1 WEGW-F	1 WEGW-F>>	1 WOMP-F	1 WOMP-F
2 WKWK-F	2 WKWK-F>	2 WOMP-F>	2 WKWK-F>	WKWK-F	WOMP-F>	2 WOMP-F>	2 WOMP-F>>	2 WEGW-F	2 WEGW-F
3 WOVK-F	3 WEGW-F	3 WEGW-F>	3 WOVK-F>	3 WOVK-F	3 WEGW-F>>	3 WOVK-F	3 WWVA	3 WOVK-F>>	3 WOVK-F>
WEGW-F>	4 WOVK-F	4 WOVK-F>	4 WEGW-F	4 WWVA >	4 WDVE-F	4	WOVK-F	4 WWVA	4 WWVA
5 WDVE-F>	5	5 WWVA >>	5	5 WEGW-F	5	5	WKWK-F>>	WKWK-F	5 WKWK-F
6 WWSW-F	6	6	6	6	6	6	6	6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		47 (3)	47 (3)	21.9	37.4
AOR/CLASSIC		5 (1)	5 (1)	2.3	2.3
AC/OLDIES/SOFT ROCK	7 (1)	57 (4)	64 (5)	29.8	5.6
MOR/VARIETY					2.3
COUNTRY	28 (1)	30 (1)	58 (2)	27.0	29.0
BLACK/URBAN					
BEAUTIFUL/EASY		22 (2)	22 (2)	10.2	10.7
NEWS/TALK	9 (1)		9 (1)	4.2	7.0
NOSTALGIA	10 (1)		10 (1)	4.7	5.1
RELIGION/GOSPEL					
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.5
	54 (4)	161 (11)	215 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WBZZ-F	93.7	Pittsburgh	0.4/1.7/ 7/ 193
WDVE-F	102.5	Pittsburgh	2.1/5.9/ 14/ 261
WLTJ-F	92.9	Pittsburgh	0.8/1.9/ 8/ 105
WRKY-F	103.5	Steubnvl/Whelng	0.4/5.5/ 23/ 489
WSHH-F	99.7	Pittsburgh	0.4/2.0/ 10/ 129
WWSW-F	94.5	Pittsburgh	2.1/4.2/ 24/ 295

RADIO STATIONS

WBBD, 1600, 5 KW/33 W	, NOSTALGIA	CBS, UNISUP, $	(Christal)	Burbach	Ben Bain
WKWK, 1400, 1 KW	, OLDIES	UNISUP, UNIULT, $	(HNWH)	CR	Ross Felton
WOMP, 1290, 1 KW/33 W	, NEWS/TALK	UNISUP, ABC T, $	(Katz)	Baum	Mike Alodi
WWVA, 1170, 50 KW (DA-N)	, COUNTRY	ABC I, $	(McGuild)	Osborn	Larry Anderson
WEGW-F, 107.5, 16 KW @ 879,	OLDIES	CBS, $	(Christal)	Burbach	Ben Bain
WHLX-F, 105.5, 3 KW @ 313,	EZ	, $	(----)	(BETHLEHEM)	Tom Schlosser
WKWK-F, 97.3, 50 KW @ 420,	AC	MBS, ABC I, $	(HNWH)	CR	Ross Felton
WOMP-F, 100.5, 48 KW @ 500,	CHR	UNIPWR, $	(Katz)	Baum	Mike Alodi
WOVK-F, 98.7, 50 KW @ 390,	COUNTRY	, $	(McGuild)	Osborn	Larry Anderson

Miscellaneous Comments: WEEL-F changes to WKWK-F and format from EZ to AC (Jan)...WZMM-F changes to WEGW-F and format from AC to OLDIES (Dec 89)...WHLX-F changed to EZ...

WICHITA

Arbitron Rank/Pop (12+): 87/396,100

MSA Rank/Pop: 102/484,400
ADI # 61
Average Person Ratings: 14.6
Market TSL: 19.50 hours

Stations: 17/17
Diaries: 744/532:1/54.5%
Sample Target: 790
% Below Line: 0.0
% Not Listed: 11.0

1989 Revenue: $17,000,000
HH Inc.: $30,955
Retail $: 3.2 Bil
Pop per Station: 23,300
#1 Biller: KFDI-AF $5,000,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	KKRD-F	(CHR)	77/13.3	14.9	15.0	13.8	15.9	----	105/1519	1079/27.2	29.1	29.1		13.2	86	1034	KKRD-F
2.	KFDI-F	(C)	64/11.0	9.9	8.6	9.5	12.6	----	83/1122	858/21.7	18.7	18.2		10.0	65	1066	KFDI-F
3.	KZSN-F	(C)	50/ 8.6	9.7	9.3	11.6	7.6	----	99/1119	728/18.4	17.5	16.5		8.9	58	694	KZSN-F
4.	KOEZ-F	(EZ)	46/ 7.9	6.5	6.9	5.5	5.7	----	56/608	441/11.1	11.3	12.9		3.4	22	293	KOEZ-F
5.	KRBB-F	(AC)	41/ 7.1	3.7	1.8	1.3	1.9	----	49/571	462/11.7	7.0	5.7		6.5	42	426	KRBB-F
	KICT-F	(AOR)	41/ 7.1	7.0	7.4	7.8	7.1	----	56/779	582/14.7	17.2	15.6		9.2	60	922	KICT-F
7.	KFDI	(C)	39/ 6.7	7.9	5.8	7.6	7.4	----	59/922	633/16.0	16.5	14.6		6.0	39	564	KFDI
8.	KEYN-F	(O)	38/ 6.6	5.4	6.2	7.5	7.3	----	44/802	658/16.6	15.1	22.2		4.9	32	539	KEYN-F
9.	KRZZ-F	(CL AOR)	28/ 4.8	4.6	3.9	3.0	2.2	----	30/451	423/10.7	11.5	11.2		7.7	50	542	KRZZ-F
10.	KXLK-F	(AC)	26/ 4.5	7.0	7.4	8.0	5.5	----	34/574	446/11.3	16.9	18.2		4.0	26	357	KXLK-F
11.	KNSS	(N/T)	22/ 3.8	3.5	3.3	1.8	2.2	----	23/413	397/10.0	9.4	10.2		3.8	25	311	KNSS
12.	KBUZ-F	(B)	16/ 2.8	2.4	0.4	1.3	2.4	----	17/305	274/ 6.9	6.3	1.4		9.1	59	590	KBUZ-F
13.	KFH	(O)	9/ 1.6	1.3	0.4	1.0	4.8	----	14/277	199/ 5.0	4.9	1.8		1.1	7	276	KFH
14.	KWKL-F	(O)	8/ 1.4	2.2	4.9	2.7	2.9	----	14/265	189/ 4.8	5.4	11.1		0.9	6	140	KWKL-F
15.	KZSN	(C)	6/ 1.0	2.2	3.3	4.0	4.0	----	8/266	201/ 5.1	6.7	7.3		0.9	6	86	KZSN

12+ FM SHARE (METRO): 84.30% (435 of 516) (SPG 89: 80.91%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 KKRD-F	1 KKRD-F<	1 KKRD-F	1 KZSN-F	1 KZSN-F	1 KFDI-F	1 KKRD-F	1 KFDI-F<	1 KKRD-F	1 KKRD-F>>	1 KFDI-F>
2	2 KICT-F>	2 KICT-F<	KRBB-F	2 KRBB-F<	2 KOEZ-F	2 KFDI-F	2 KRBB-F	2 KFDI-F	2 KFDI-F	2 KICT-F
3	3 KZSN-F	3 KZSN-F	3 KEYN-F	3 KFDI-F	3 KFDI	3 KFDI	KOEZ-F	3 KZSN-F	3 KICT-F	3 KKRD-F
4	4 KRZZ-F	KRBB-F	4 KFDI	4 KEYN-F	4 KZSN-F>	4 KOEZ-F	4 KKRD-F	4 KRBB-F	4 KZSN-F	4 KRZZ-F
5	5 KRBB-F	5 KEYN-F>	5 KKRD-F	5 KKRD-F	5 KRBB-F	5 KZSN-F	5 KZSN-F	5 KICT-F<	5 KRZZ-F<	5 KZSN-F
6	6 KEYN-F	6 KFDI-F	6 KXLK-F	6 KOEZ-F	6 KEYN-F	6 KICT-F	6 KEYN-F<	6 KEYN-F<	6 KOEZ-F	6
7	7	7	7	7 KXLK-F	7	7 KRBB-F	7 KICT-F	7 KOEZ-F	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 KKRD-F>>	1 KKRD-F>	1 KRBB-F	1 KKRD-F	1 KZSN-F	1 KICT-F>>	1 KICT-F>>	1 KICT-F	1 KICT-F>	1 KEYN-F
2 KICT-F>	2 KRBB-F	2 KZSN-F>	2 KZSN-F	2 KRBB-F	2 KKRD-F	2 KRZZ-F	2 KZSN-F	2 KEYN-F	2 KFDI-F
3 KZSN-F	3 KZSN-F>	3 KRZZ-F	KRBB-F>	3 KKRD-F	3 KRZZ-F>>	KKRD-F	KXLK-F	3 KKRD-F	3 KZSN-F
KRBB-F	4 KRZZ-F	KKRD-F	4 KEYN-F	KFDI	4 KNSS >>	4 KZSN-F	KEYN-F	4 KZSN-F	4 KXLK-F
KEYN-F	KICT-F	KFDI-F>	5 KFDI-F	5 KOEZ-F	5 KZSN-F	KEYN-F	5 KRZZ-F	KRZZ-F	KRBB-F
KBUZ-F	6 KEYN-F	6 KXLK-F	6	6 KEYN-F	KEYN-F	6 KXLK-F	6 KKRD-F	KRBB-F	KICT-F
7	7	KEYN-F	7	7	KBUZ-F	7	KFDI-F	7 KXLK-F	7

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		77 (1)	77 (1)	14.9	23.9
AOR/CLASSIC		69 (2)	69 (2)	13.4	12.7
AC/OLDIES/SOFT ROCK	11 (2)	113 (4)	124 (6)	24.0	16.5
MOR/VARIETY					
COUNTRY	45 (2)	114 (2)	159 (4)	30.8	27.4
BLACK/URBAN		16 (1)	16 (1)	3.1	0.4
BEAUTIFUL/EASY		46 (1)	46 (1)	8.9	7.8
NEWS/TALK	22 (1)		22 (1)	4.3	3.8
NOSTALGIA					3.8
RELIGION/GOSPEL	3 (1)		3 (1)	0.6	1.8
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					2.0
UNKNOWN/OTHERS					
	81 (6)	435 (11)	516 (17)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
KQAM	1410	Wichita	0.3/4.8/ 7/ 207
KSGL	900	Wichita	0.5/3.1/ 4/ 151

BADIO STATIONS

KFDI, 1070, 10 KW/1 KW (DA-N), COUNTRY	ABC E , $ 40.00 (Torbet)	Great Empire	Mike Lynch
KFH , 1330, 5 KW (DA-N) , OLDIES	CBS, MBS , $ 15.00 (Banner)	Midcontinent	Gary Dick
KNSS, 1240, 1 KW , TALK	MBS, ABC T, $ 18.00 (Durpetti)		Mike Cutchell
KQAM, 1410, 5 KW/1 KW (DA-2), OLDIES	UNISUP,UNIULT, $ 16.00 (Eastman)		Lisa Allen
KBUZ-F, 99.1, 42 KW @ 515, BLACK	SBN , $ 17.00 (---)	(EL DORARDO)	R. Wright
KFDI-F, 101.3, 100 KW @ 1140, COUNTRY	CBS, MBS , $ 60.00 (Torbet)	Great Empire	Mike Oatmen
KICT-F, 95.1, 100 KW @ 1027, AOR	ABC R , $ 38.00 (McGuild)	Lakoduk	Dick Hinshaw
KKRD-F, 107.3, 100 KW @ 860, CHR	, $ 47.00 (HNWH)		Ron Shannon
KOEZ-F, 92.3, 100 KW @ 640, EZ	UNIULT , $ 26.00 (Roslin)	(NEWTON)	Gordon Anderson
KEYN-F, 103.7, 100 KW @ 1032, OLDIES	, $ 38.00 (Eastman)		Lisa Allen
KRBB-F, 97.9, 100 KW @ 993, AC	, $ 32.00 (Republic)		Gene Rump
KRZZ-F, 96.3, 50 KW @ 500, CLASSIC AOR	, $ 25.00 (Durpetti)	(DERBY)	Mike Cutchell
KWKL-F, 106.5, 100 KW @ 1280, OLDIES	, $ 18.00 (K & P)	(ARKANSAS CITY)	Mike Bell
KXLK-F, 105.3, 100 KW @ 993, AC	APR , $ 40.00 (Banner)	Midcontinent	Gary Dick
KZSN-F, 102.1, 100 KW @ 1032, COUNTRY	, $ 44.00 (Katz)	Southern Skies (HUTCHINSON)	Jim Worthington

WILKES BARRE-SCRANTON

Arbitron Rank/Pop (12+): 60/627,500
MSA Rank/Pop: 68/735,900
ADI # 54
Average Person Ratings: 18.5
Market TSL: 24.50 hours

Stations: 34/25
Diaries: 1173/535:1/61.1%
Sample Target: 1000
% Below Line: 6.8
% Not Listed: 14.2

1989 Revenue: $15,200,000
HH Inc.: $24,373
Retail $: 4.7 Bil
Pop per Station: 25,100
#1 Biller: WKRZ-F $2,800,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WKRZ-F	(CHR)	198/17.1	15.5	13.4	14.9	13.3	15.2	224/2492	2092/33.3	33.2	32.6		21.3	211	2241	WKRZ-F
2. WEZX-F	(AOR)	87/ 7.5	7.9	8.0	6.1	7.1	7.4	100/864	735/11.7	14.8	14.7		8.1	80	916	WEZX-F
WARM	(MOR)	87/ 7.5	6.4	5.5	7.6	5.8	6.8	88/1180	1141/18.2	17.5	17.3		5.6	56	799	WARM
4. WNAK	(BB)	52/ 4.5	6.3	8.6	7.3	8.7	6.7	52/505	505/ 8.0	9.4	9.5		3.3	33	372	WNAK
5. WMGS-F	(AC)	50/ 4.3	5.1	4.9	3.5	5.4	4.4	53/748	641/10.2	11.6	14.8		6.1	61	573	WMGS-F
6. WWRB-F	(CHR)	42/ 3.6	3.3	2.9	4.6	3.3	3.6	42/682	682/10.9	11.3	14.0		3.9	39	858	WWRB-F
7. WDLS-F	(C)	40/ 3.5	2.5	2.4	2.2	——	2.7	45/377	329/ 5.2	4.9	0.0		2.2	22	364	WDLS-F
8. WEJL	(BB)	39/ 3.4	2.4	4.9	4.0	2.8	3.7	39/452	436/ 6.9	9.9	7.2		2.4	24	283	WEJL
9. WWSH-F	(EZ)	36/ 3.1	3.2	5.3	4.0	5.4	3.9	42/694	537/ 8.6	10.2	12.3		3.4	34	378	WWSH-F
10. WSGD-F	(O)	33/ 2.8	2.3	1.8	3.4	2.7	2.6	36/391	309/ 4.9	7.1	6.5		3.8	38	348	WSGD-F
11. WHLM-F	(AC)	29/ 2.5	1.8	1.8	2.6	1.8	2.2	38/563	321/ 5.1	5.1	6.4		2.4	24	365	WHLM-F
WEAY-F	(O)	29/ 2.5	2.3	1.8	2.0	2.2	2.2	31/395	381/ 6.1	4.7	6.6		1.2	12	258	WEAY-F
13. WGBI-F	(AC)	28/ 2.4	2.5	2.8	2.6	2.9	2.6	33/613	497/ 7.9	10.2	9.5		2.3	23	319	WGBI-F
14. WBAX	(BB)	27/ 2.3	1.4	1.8	1.1	2.1	1.6	27/274	274/ 4.4	4.4	4.0		1.1	11	179	WBAX
15.																

12+ FM SHARE (METRO): 69.01% (686 of 994) (SPG 89: 65.73%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WKRZ-F>>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WKRZ-F>	1 WARM	1 WKRZ-F>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WARM >>
2 WWRB-F>>	2 WEZX-F>>	2 WEZX-F>>	2 WEZX-F>	2 WEZX-F>	2 WKRZ-F	2 WARM >	2 WEZX-F>	2 WEZX-F>	2 WEZX-F	2 WKRZ-F
3	3 WWRB-F	3 WMGS-F	3 WMGS-F	3 WMGS-F<	3 WNAK >	3 WEZX-F>	3 WARM <	3 WARM <	3 WARM <	3 WEZX-F>
4	4 WMGS-F	4 WSGD-F	4 WSGD-F	4 WARM	4 WEJL	4 WMGS-F	4 WNAK	4 WMGS-F	4 WWRB-F>	4
5	5	5 WWRB-F	5 WARM	5 WSGD-F	5 WWSH-F	5 WEJL	5 WMGS-F	5 WDLS-F	5 WICK	5
6	6	6	6 WEAY-F	6 WDLS-F	6 WDLS-F	6 WNAK	6 WEJL	6	WEAY-F	6
									WDLS-F	

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F>>	1 WKRZ-F	1 WEZX-F>>	1 WEZX-F>>	1 WEZX-F>	1 WEZX-F>
2 WWRB-F	2 WEZX-F	2 WMGS-F>	2 WMGS-F>	2 WMGS-F	WEZX-F>>	2 WKRZ-F>>	2 WKRZ-F>>	2 WKRZ-F>	2 WKRZ-F
WEZX-F>	3 WMGS-F	3 WEZX-F	3 WEZX-F	3 WARM >	3 WZZO-F	3	3	3 WSGD-F>	3 WSGD-F>
4 WGBI-F>	4 WWRB-F	WEAY-F>	4 WWRB-F	4 WDLS-F	4 WWRB-F>	4	4	4 WZZO-F	4 WARM
5	5	5	5	5 WEAY-F	5	5	5	5 WWRB-F	5 WMGS-F
6	6	6	6	6	6	6	6	WARM	WDLS-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		266 (4)	266 (4)	26.8	24.0
AOR/CLASSIC		114 (4)	114 (4)	11.5	10.6
AC/OLDIES/SOFT ROCK		212 (9)	212 (9)	21.3	22.0
MOR/VARIETY	107 (3)		107 (3)	10.8	9.0
COUNTRY	17 (2)	48 (2)	65 (4)	6.5	4.3
BLACK/URBAN					
BEAUTIFUL/EASY	16 (1)	46 (2)	62 (3)	6.2	10.2
NEWS/TALK	40 (3)		40 (3)	4.0	3.1
NOSTALGIA	118 (3)		118 (3)	11.9	15.7
RELIGION/GOSPEL	10 (1)		10 (1)	1.0	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					1.1
	308 (13)	686 (21)	994 (34)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WARD	1550	Pittston	1.9/5.7/ 22/ 369
WCDL	1440	Carbondale	0.6/1.1/ 12/ 105
WCNR	930	Bloomsburg	0.5/1.5/ 7/ 118
WGBI	910	Scranton/Wl.Br.	0.9/2.9/ 12/ 206
WICK	1400	Scranton	1.4/3.0/ 16/ 200
WILK	980	Wilkes-Barre/Sc	1.0/5.2/ 12/ 366
WQEQ-F	103.1	Freeland/Hzlton	0.6/2.0/ 12/ 178
WSBG-F	93.5	Stroudsburg	1.3/3.8/ 17/ 273
WSCR	1320	Scranton	0.9/1.2/ 10/ 78
WVPO	840	Stroudsburg	1.1/1.8/ 13/ 113
WWDL-F	104.9	Scranton	1.6/3.8/ 20/ 246
WABC	770	New York	0.5/1.4/ 11/ 153
WFMZ-F	100.7	Allentown	0.9/2.8/ 16/ 291
WHXT-F	99.9	Easton/Allentwn	0.9/3.8/ 17/ 409
WILQ-F	105.1	Williamsport	0.7/1.8/ 26/ 345
WKSB-F	102.7	Williamsport	0.7/1.5/ 59/ 599
WLEV-F	96.1	Easton	0.8/2.8/ 16/ 310
WPDH-F	101.5	Poughkeepsie	0.5/1.4/ 7/ 130
WYSP-F	94.1	Philadelphia	0.3/1.2/ 5/ 151
WZZO-F	95.1	Bethlehem	1.5/4.3/ 46/ 551

RADIO STATIONS

WARD	1550	10 KW/500 W (DA-2)	Talk	APR ABC T	$13.00	(Savalli)		Jim Ward
WARM	590	5 KW (DA-2)	MOR/Full Service	NBC	$42.00	(Mc-Guild)	Susquehanna	Phil Condron
WBAX	1240	1 KW	Nostalgia	CNN UNISUP	$15.00	(Torbet)		Richard Maley
WEJL	630	500 W (DAYS)	Nostalgia/MOR	ABC I UNISUP	$19.00	(Christal)	Shamrock-Lynett	Jim Davey
WGBI	910	1 KW/500 W	Country	CBS	$13.00	(Torbet)		Madge Holcomb
WICK	1400	1 KW	EZ	ABC D	$13.00	(Roslin)		Doug Lane
WILK	980	5 KW/1 KW (DA-2)	Talk	CNN ABC E	$16.00	(Katz)	Keymarket	George Gilbert
WNAK	730	1 KW/38 W	Nostalgia	NBC	$25.00	(K & P)		Robert Neilson
WDLS-F	93.7	.8 KW @ 679	Country	CNN UNISUP	$15.00	(——)		Ron Schacht
WEAY-F	92.1	.7 KW @ 552	Oldies	CNN UNISUP	$17.00	(Torbet)		Bob Maley
WEZX-F	107.1	.2 KW @ 1267	AOR	ABC R	$37.00	(Christal)	Shamrock-Lynett	Jim Davey
WGBI-F	101.3	7 KW @ 1110	AC	RADRAD	$22.00	(Torbet)		Madge Holcomb
WHLM-F	106.5	36 KW @ 579	AC	UNIULT	$18.00	(Banner)	(BLOOMSBURG)	Bob Sweppenheiser
WKRZ-F	98.5	9 KW @ 1172	CHR		$65.00	(Katz)	Keymarket	Harry Strong
WMGS-F	92.9	5 KW @ 1383	AC		$42.00	(Mc-Guild)	Susquehanna	Phil Condron
WSBG-F	93.5	.6 KW @ 764	CHR	APR	$16.00	(Dome)	(STROUDSBERG)	Susan Larose
WSGD-F	94.3	.5 KW @ 770	Oldies		$17.00	(Republic)	Sage (CARBONDALE)	Michael Raymond
WWDL-F	104.9	.3 KW @ 1093	Soft AC	ABC D	$18.00	(Roslin)		Doug Lane
WWRB-F	102.3	3 KW @ 71	CHR	ABC C	$23.00	(Eastman)		Joe Nardone
WWSH-F	97.9	20 KW @ 729	EZ		$23.00	(——)	(HAZLETON)	Terry Renda

Miscellaneous Comments: WCDL, WSGD-F sold by Sage for $2,000,000 (Chaisson)...

WILMINGTON, DE

Arbitron Rank/Pop (12+): 77/473,200

MSA Rank/Pop: 89/576,600
Philadelphia
Average Person Ratings: 18.4
Market TSL: 25.25 hours

Stations: 32/7
Diaries: 891/531:1/49.4%
Sample Target: 860
% Below Line: 59.3
% Not Listed: 10.3

1989 Revenue: $10,000,000
HH Inc.: $33,085
Retail $: 4.4 Bil
Pop per Station: 67,600
#1 Biller: WJBR-AF $3,400,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WSTW-F	(CHR)	88/10.0	11.0	9.2	9.1	10.5	----	98/1250	1135/24.0	25.0	24.6					WSTW-F
2. WJBR-F	(AC)	80/ 9.0	9.4	7.8	8.8	10.0	----	92/993	834/17.6	22.3	21.2					WJBR-F
3. WUSL-F	(B)	65/ 7.5	5.0	7.5	7.3	7.3	----	69/731	633/13.4	9.4	13.7					WUSL-F
4. WMMR-F	(AOR)	61/ 6.9	5.8	8.8	9.7	7.3	----	64/931	863/18.2	15.6	19.8					WMMR-F
5. WXTU-F	(C)	45/ 5.1	3.9	5.0	3.6	3.2	----	46/544	540/11.4	7.5	11.6					WXTU-F
6. WIOQ-F	(CHR)	41/ 4.6	3.6	3.2	1.4	2.3	----	46/784	685/14.5	13.6	12.0					WIOQ-F
7. WDEL	(MOR)	37/ 4.2	6.5	6.4	6.2	6.5	----	40/754	721/15.2	14.7	15.0					WDEL
8. WEGX-F	(CHR)	35/ 4.0	3.0	4.0	4.6	3.8	----	38/721	675/14.3	13.7	13.2					WEGX-F
9. WYSP-F	(CL AOR)	33/ 3.7	4.9	3.4	3.8	4.7	----	0/763	639/13.5	14.4	13.9					WYSP-F
10. WILM	(N/T)	32/ 3.6	3.7	4.1	3.4	3.6	----	2/32	531/11.2	11.1	11.7					WILM

12+ FM SHARE (METRO): 84.49% (670 of 793) (SPG 89: 82.08%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WIOQ-F>	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WJBR-F	1 WSTW-F	1 WJBR-F	1 WSTW-F	1 WUSL-F>	1 WMMR-F
2 WUSL-F	2 WMMR-F	2 WJBR-F	2 WJBR-F>	2 WJBR-F>	2 WXTU-F	2 WJBR-F	2 WSTW-F>	2 WJBR-F	2 WIOQ-F	WDAS-F>
WEGX-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WUSL-F	3 WDEL	3 WUSL-F	3 WMMR-F>	3 WMMR-F	3 WEGX-F<	3 WPEN
4	4 WJBR-F	4 WMMR-F>	4 WMMR-F	4 WMMR-F	4 WSTW-F	WMMR-F	4 WUSL-F	4 WUSL-F	4 WSTW-F	4
5	5 WYSP-F	5 WYSP-F	5	5 WXTU-F	WILM	5 WDEL	5 WXTU-F	5 WIOQ-F	5 WMMR-F	5
6	6	6	6	6	6	6 WILM >	6	6	6 WDEL	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WIOQ-F>	1 WSTW-F	1 WSTW-F	1 WSTW-F	1 WSTW-F<	1 WMMR-F>	1 WMMR-F	1 WSTW-F	1 WSTW-F	1 WSTW-F
2 WSTW-F	2 WUSL-F	2 WJBR-F	2 WJBR-F	2 WJBR-F>	2 WYSP-F	2 WSTW-F>	2 WMMR-F>	2 WMMR-F	2 WJBR-F
3 WUSL-F	3 WJBR-F	3 WUSL-F>	3 WUSL-F>	3 WUSL-F>	WUSL-F>	3 WYSP-F	3 WJBR-F	3 WJBR-F	3 WMMR-F>
4 WMMR-F	4 WIOQ-F	4 WKSZ-F	4 WIOQ-F	4 WKSZ-F	4 WSTW-F>	4 WUSL-F>	4 WYSP-F	4 WUSL-F	4 WXTU-F
5 WEGX-F	5 WEGX-F	WEGX-F	5 WEGX-F	5 WXTU-F	5 WIOQ-F>	5 WJBR-F	5 WUSL-F>	5 WYSP-F	WUSL-F
WJBR-F>	6 WMMR-F	6	6 WMMR-F	6	6	6	6	6	6 WYSP-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		179 (4)	179 (4)	22.6	19.9
AOR/CLASSIC		102 (3)	102 (3)	12.9	14.4
AC/OLDIES/SOFT ROCK	8 (2)	148 (6)	156 (8)	19.7	19.4
MOR/VARIETY	37 (1)		37 (1)	4.7	7.1
COUNTRY		94 (4)	94 (4)	11.9	10.4
BLACK/URBAN		83 (2)	83 (2)	10.5	10.3
BEAUTIFUL/EASY	1 (1)	28 (2)	29 (3)	3.7	3.6
NEWS/TALK	51 (4)	17 (1)	68 (5)	8.6	10.8
NOSTALGIA	26 (1)		26 (1)	3.3	1.3
RELIGION/GOSPEL					0.5
SPANISH					
CLASSICAL		19 (1)	19 (1)	2.4	2.3
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	123 (9)	670 (23)	793 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WAMS	1380	Wilmington	0.8/3.0/ 7/ 144
WDSD-F	94.7	Dover/Wlmngton	2.7/6.3/ 48/ 491
WJBR	1290	Wilmington	0.1/1.2/ 1/ 59
KYW	1060	Philadelphia	0.5/3.6/ 4/ 178
WBSB-F	104.3	Baltimore	1.7/4.7/ 30/ 372
WCAU	1210	Philadelphia	1.0/4.6/ 9/ 238
WDAS-F	105.3	Philadelphia	2.0/7.3/ 18/ 350
WEAZ	560	Philadelphia	0.1/0.7/ 1/ 46
WEAZ-F	101.1	Philadelphia	2.4/6.8/ 27/ 377
WFLN-F	95.7	Philadelphia	2.1/5.6/ 19/ 265
WIP	610	Philadelphia	0.7/3.2/ 6/ 160
WIYY-F	97.9	Baltimore	0.9/2.7/ 8/ 127
WKSZ-F	100.3	Media	3.4/10.4/ 32/ 530
WLIF-F	101.9	Baltimore	0.8/1.4/ 8/ 72
WMGK-F	102.9	Philadelphia	1.1/5.2/ 10/ 282
WOGL-F	98.1	Philadelphia	2.3/9.3/ 24/ 464
WPEN	950	Philadelphia	2.9/5.1/ 28/ 259
WPOC-F	93.1	Baltimore	1.4/2.7/ 12/ 133
WQSR-F	105.7	Catonsville	0.5/2.5/ 6/ 171
WSNI-F	104.5	Philadelphia	0.5/4.2/ 4/ 205
WWDB-F	96.5	Philadelphia	1.9/4.6/ 17/ 232
WXCY-F	103.7	Havre de Grace	1.5/3.5/ 13/ 170

RADIO STATIONS

WAMS, 1380, 5 KW/1 KW	, OLDIES	ABC D ,	$ 11.00	(K & P)			Joe Farley
WDEL, 1150, 5 KW (DA-2)	, MOR/FULL SER.	APR ,	$ 36.00	(Eastman)			Bob Taylor
WILM, 1450, 1 KW	, NEWS/TALK	CBS, MBS ,	$ 30.00	(Savalli)			Sally Hawkins
WJBR-F, 99.5, 50 KW @ 500,	AC	APR, UNIPWR ,	$ 75.00	(Katz)	CRB		Chris Walus
WSTW-F, 93.7, 50 KW @ 490,	CHR	,	$ 71.00	(Eastman)			Bob Taylor
WDMD-F, 94.7, 50 KW @ 492,	COUNTRY	,	$ 24.00	(Roslin)		(DOVER)	Tom Barney

WILMINGTON, NC

Arbitron Rank/Pop (12+): 192/143,500
MSA Rank/Pop: 296/119,500
ADI # 146
Average Person Ratings: 17.4
Market TSL: 23.5 hours

Stations: 15/11
Diaries: 508/282:1/45.6%
Sample Target: 550
% Below Line: 14.4
% Not Listed: 16.8

1989 Revenue: $4,100,000
HH Inc.: $22,054
Retail $: 1.16 Bil
Pop per Station: 13,045
#1 Biller: WGNI-F $975,000

12+ METRO		1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WWQQ-F	(C)	34/13.6	——	11.3	——	9.0	——	37/376	323/22.5		18.1				WWQQ-F
2. WGNI-F	(AC)	31/12.4	——	10.9	——	10.9	——	34/403	321/22.4		24.6				WGNI-F
3. WVBS-F	(CHR)	26/10.4	——	14.2	——	9.5	——	38/622	444/30.9		30.3				WVBS-F
4. WSFM-F	(CL AOR)	24/ 9.6	——	13.4	——	14.4	——	26/306	270/18.8		21.4				WSFM-F
5. WZFX-F	(B)	22/ 8.8	——	8.4	——	4.5	——	43/508	243/16.9		17.2				WZFX-F
6. WMFD-F	(AC)	15/ 6.0	——	6.7	——	8.0	——	15/175	157/10.9		15.9				WMFD-F
7. WKOO-F	(O)	12/ 4.8	——	0.8	——	——	——	18/299	234/16.3		7.7				WKOO-F
8. WAAV	(MOR)	11/ 4.4	——	3.3	——	6.0	——	11/143	135/ 9.4		10.6				WAAV
9. WBMS	(B)	10/ 4.0	——	8.4	——	5.5	——	12/169	153/10.7		12.6				WBMS
10. WMFD	(EZ)	7/ 2.8	——	0.4	——	3.0	——	7/28	28/ 2.0		4.7				WMFD
WDZD-F	(C)	7/ 2.8	——	5.0	——	4.5	——	9/158	118/ 8.2		7.7				WDZD-F
12.															
13.															
14.															
15.															

12+ FM SHARE (METRO): 83.65% (174 of 208) (SPG 89: 85.15%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WVBS-F>>	1 WSFM-F<	1 WGNI-F	1 WGNI-F>	1 WGNI-F	1 WWQQ-F>	1 WGNI-F<	1 WWQQ-F	1 WWQQ-F<	1 WVBS-F	1 WVBS-F
2	2 WGNI-F	2 WSFM-F	2 WWQQ-F	2 WWQQ-F	2 WGNI-F	2 WWQQ-F>	2 WGNI-F	2 WGNI-F	2 WZFX-F	2 WWQQ-F
3	3 WVBS-F	3 WWQQ-F<	WSFM-F>	3 WSFM-F>	3 WMFD-F	3 WVBS-F<	3 WSFM-F>	3 WVBS-F<	3 WWQQ-F	3 WBMS
4	4 WWQQ-F	4 WVBS-F	4 WKOO-F	4 WKOO-F	4 WKOO-F	4 WSFM-F	4 WVBS-F	4 WSFM-F	4 WMFD-F	4 WZFX-F
5	5 WZFX-F	5 WZFX-F	WVBS-F	5	5	5	5	5	5 WSFM-F	5

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZFX-F	1 WVBS-F	1 WGNI-F>	1 WGNI-F	1 WGNI-F>	1 WZFX-F	1 WSFM-F	1 WWQQ-F	1 WSFM-F	1 WGNI-F
WVBS-F>>	2 WGNI-F	2 WVBS-F	2 WVBS-F	2 WWQQ-F>	WVBS-F>	2 WWQQ-F	WGNI-F	2 WGNI-F	2 WWQQ-F
3 WSFM-F	3 WSFM-F	WSFM-F>	3 WZFX-F<	3 WKOO-F	3 WSFM-F	WGNI-F>	3 WSFM-F>>	3 WWQQ-F>	WSFM-F>
WBMS >	4 WZFX-F	4 WWQQ-F>	4 WWQQ-F	WVBS-F	4	4 WVBS-F	4	4 WZFX-F	4 WMFD-F
5	5	5	WSFM-F	5	5	5 WZFX-F	5	WVBS-F	5

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		28 (3)	28 (3)	13.5	25.2
AOR/CLASSIC		24 (1)	24 (1)	11.5	15.8
AC/OLDIES/SOFT ROCK		59 (4,	59 (4)	28.4	13.9
MOR/VARIETY	11 (1)		11 (1)	5.3	4.0
COUNTRY		41 (2)	41 (2)	19.7	20.3
BLACK/URBAN	10 (1)	22 (1)	32 (2)	15.4	20.8
BEAUTIFUL/EASY	7 (1)		7 (1)	3.4	
NEWS/TALK					
NOSTALGIA					
RELIGION/GOSPEL	6 (1)		6 (1)	2.9	
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	34 (4)	174 (11)	208 (15)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WPGO-F	106.3	Shallotte/Wlmng	0.4/1.9/ 1/ 27
WWIL	1490	Wilmington	2.4/7.2/ 7/ 111
WBPR-F	97.7	Georgetown/Mrtl	0.4/2.2/ 3/ 59
WYAV-F	104.1	Conway/Mrtl Bch	0.4/2.7/ 1/ 72

RADIO STATIONS

WAAV ,	980,	5 KW (DA-N)	, MOR/Talk	NBC,	$12.00	(Katz)	(LELAND)	Donn Ansell
WBMS ,	1340,	1 KW	, Black	NBN,	$10.00	(Roslin)		Tonye Gray
WMFD ,	630,	1 KW (DA-2)	, EZ (?)	CBS,	$ 8.00	(Banner)		Chuck Langley
WWIL ,	1490,	1 KW	, Gospel	SBN,	$ 8.00	(——)		James Gray
WDZD-F,	93.5,	3 KW @ 300	, Country	MBS,	$12.00	(——)	(SHALLOTTE)	Bill Jennings
WGNI-F,	102.7,	100 KW @ 981	, AC	,	$27.00	(Katz)	Cape Fear	Hannah Gage
WMFD-F,	97.3,	100 KW @ 600	, AC	CBS,	$17.00	(banner)		Chuck Langley
WSFM-F,	107.5,	50 KW @ 482	, Classic AOR	,	$21.00	(Mc-Guild)	(SOUTHPORT)	Dennis Dawson
WVBS-F,	99.9,	100 KW @ 510	, CHR	MBS,	$19.00	(Christal)	Jones-Eastern (BURGAW)	John Kappes
WWQQ-F,	101.3,	40 KW @ 545	, Country	ABC D,	$23.00	(——)	HVS	Sandra Franklin

WKOO — See Grenville, NC

WORCESTER

Arbitron Rank/Pop (12+): 100/352,300

MSA Rank/Pop: 113/415,100
Boston ADI
Average Person Ratings: 18.2
Market TSL: 24.00 hours

Stations: 32/8
Diaries: 798/441:1/50.3%
Sample Target: 740
% Below Line: 43.6
% Not Listed: 12.2

1989 Revenue: $11,400,000
HH Inc.: $31,703
Retail $: 2.7 Bil
Pop per Station: 44,037
#1 Biller: WAAF-F $4,000,000

12+ METRO			1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1.	WSRS-F	(EZ)	76/11.9	13.1	11.2	13.8	12.7	——	115/1435	887/25.2	28.5	24.2					WSRS-F
2.	WAAF-F	(AOR)	69/10.8	10.8	14.9	12.1	12.5	——	135/1587	872/24.8	24.0	28.4					WAAF-F
3.	WTAG	(MOR)	54/ 8.4	7.9	7.4	8.5	7.5	——	58/751	694/19.7	21.1	21.8					WTAG
4.	WZOU-F	(CHR)	46/ 7.2	7.4	6.1	7.7	6.1	——	71/1098	710/20.2	19.8	16.2					WZOU-F
5.	WXLO-F	(AC)	36/ 5.6	8.0	4.1	5.5	6.4	——	74/1009	573/16.3	19.1	12.6					WXLO-F
6.	WZLX-F	(CL AOR)	28/ 4.4	2.0	3.1	3.4	2.5	——	35/442	350/ 9.9	7.9	8.4					WZLX-F
	WBZ	(MOR)	28/ 4.4	3.3	4.5	4.7	3.2	——	52/719	384/10.9	11.1	11.4					WBZ
8.	WNEB	(BB)	26/ 4.1	5.0	4.0	4.2	3.8	——	26/253	253/ 7.2	9.8	7.6					WNEB
9.	WODS-F	(O)	21/ 3.3	4.2	5.0	4.5	5.5	——	35/596	380/10.8	11.4	13.8					WODS-F
10.	WROR-F	(AC)	15/ 2.3	1.4	2.6	3.1	2.7	——	35/558	315/ 8.9	6.3	9.8					WROR-F
	WJIB-F	(EZ)	15/ 2.3	1.4	1.2	1.3	2.1	——	32/455	240/ 6.8	4.1	3.5					WJIB-F
12.	WXKS-F	(CHR)	14/ 2.2	2.4	2.1	1.4	1.6	——	33/490	264/ 7.5	7.8	8.3					WXKS-F
	WFTQ	(AC)	14/ 2.2	4.2	3.1	2.6	5.2	——	14/224	224/ 6.4	12.1	9.6					WFTQ
14.																	
15.																	

12+ FM SHARE (METRO): 74.02% (416 of 562) (SPG 89: 70.45%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WAAF-F	1 WAAF-F>	1 WAAF-F	1 WSRS-F	1 WSRS-F>	1 WSRS-F	1 WSRS-F	1 WSRS-F>	1 WAAF-F	1 WTAG	1 WBZ
2 WZOU-F	2 WZOU-F	2 WSRS-F	2 WXLO-F	2 WXLO-F	2 WTAG >	2 WTAG	2 WAAF-F	2 WSRS-F>	2 WAAF-F	2 WTAG >>
3	3 WZLX-F	3 WXLO-F	3 WAAF-F>	3 WAAF-F>	3 WNEB	3 WAAF-F>	3 WTAG	3 WZOU-F	3 WSRS-F	3 WSRS-F>
4	4 WXLO-F	4 WZOU-F	4 WZLX-F	4 WZLX-F	4 WBZ	4 WBZ <	4 WZOU-F	4 WXLO-F	4 WZOU-F	4 WAAF-F
5	5 WSRS-F	5 WZLX-F	WODS-F	5 WODS-F	5	5 WZOU-F<	WXLO-F	5 WTAG	5 WBZ	5
6	6	6	6	6	6	6 WXLO-F	6	6	6	6

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WZOU-F>>	1 WZOU-F>	1 WSRS-F	1 WSRS-F	1 WSRS-F>	1 WAAF-F>>	1 WAAF-F>	1 WAAF-F>	1 WAAF-F>	1 WXLO-F>>
2 WAAF-F>	2 WAAF-F	2 WXLO-F	2 WZOU-F	2 WXLO-F>	2 WZLX-F>>	2 WZLX-F>	2 WZLX-F	2 WZLX-F>	2 WAAF-F
3 WXLO-F>	3 WXLO-F	3 WZOU-F	WXLO-F>	3 WODS-F	3 WZOU-F	3 WZOU-F	3 WXLO-F>	3 WXLO-F	3 WSRS-F>
4 WSRS-F>	WSRS-F	4 WAAF-F	4 WAAF-F>	4 WZOU-F	4 WODS-F	4 WXLO-F	4 WZOU-F>	4 WSRS-F	4 WZLX-F
5 WXKS-F>	5	5 WZLX-F	5 WODS-F	5 WROR-F	5 WBCN-F>	5 WBCN-F	5	5 WZOU-F	5 WTAG
6	6	WXKS-F>	6	6	6 WXKS-F	6		6	6

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		68 (3)	68 (3)	12.1	10.0
AOR/CLASSIC		131 (8)	131 (8)	23.3	25.1
AC/OLDIES/SOFT ROCK	14 (1)	90 (7)	104 (8)	18.5	20.8
MOR/VARIETY	87 (4)		87 (4)	15.5	15.4
COUNTRY	6 (1)	17 (2)	23 (3)	4.1	5.6
BLACK/URBAN					
BEAUTIFUL/EASY		91 (2)	91 (2)	16.2	14.7
NEWS/TALK	13 (1)		13 (1)	2.3	3.0
NOSTALGIA	26 (1)	10 (1)	36 (2)	6.4	4.5
RELIGION/GOSPEL					
SPANISH					
CLASSICAL		9 (1)	9 (1)	1.6	0.9
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	146 (8)	416 (24)	562 (32)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGFP	940	Webster	0.3/1.5/ 3/ 78
WORC	1310	Worcester	0.9/4.1/ 6/ 166
WAQY-F	102.1	Springfield	0.6/2.0/ 12/ 243
WBCN-F	104.1	Boston	1.9/7.6/ 31/ 470
WBOS-F	92.9	Brookline/Bston	1.6/3.8/ 13/ 225
WBRU-F	95.5	Providence	0.3/2.0/ 7/ 116
WCRB-F	102.5	Waltham/Boston	1.4/2.9/ 19/ 219
WCTK-F	98.1	New Bedford	0.6/2.4/ 4/ 103
WESO	970	Southbridge	0.5/1.3/ 7/ 109
WHJY-F	94.1	Providence	0.6/4.1/ 10/ 271
WMJX-F	106.7	Boston	0.9/3.9/ 11/ 273
WPLM-F	99.1	Plymouth/Bos.	1.6/3.0/ 10/ 158
WPRO-F	92.3	Providence	1.3/4.7/ 15/ 268
WQVR-F	100.1	Southbridge	2.0/3.5/ 21/ 286
WRKO	680	Boston	2.0/5.7/ 18/ 300
WSSH-F	99.5	Lowell/Boston	0.8/3.9/ 13/ 287
WVBF-F	105.7	Framingham/Bstn	0.8/3.3/ 5/ 151
WWBB-F	101.5	Providence	0.3/2.4/ 10/ 178
WWRX-F	103.7	Westerly	0.3/1.3/ 11/ 184

RADIO STATIONS

WFTQ, 1440,	5 KW (DA-2)	, AC	ABC I, UNIWPR ,	$ 28.00	(Katz)	Zapis	John Sutherland
WNEB, 1230,	1 KW	, NOSTALGIA	CBS, MBS,	$ 19.00	(Savalli)		Todd Campbell
WORC, 1310,	5 KW/1 KW (DA-2)	, OLDIES	CNN, UNISUP,	$ 14.00	(Kettell)		Don Fitzgivens
WTAG, 580,	5 KW (DA-2)	, MOR/FULL S.	NBC, TALKNT ,	$ 42.00	(Banner)	Knight	Nicholas Paras
WAAF-F, 107.3,	19 KW @ 823,	AOR/CHR	UNIFWR ,	$ 95.00	(Katz)	Zapis	John Sutherland
WSRS-F, 96.1,	17 KW @ 863,	EZ/SOFT AC	,	$ 75.00	(Banner)	Knight	John Flynn
WXLO-F, 104.5,	37 KW @ 670,	AC	APR ,	$ 45.00	(McGuild)		Michael Cohen

OTHER RANKED STATIONS — See Boston

YORK

Arbitron Rank/Pop (12+): 104/340,200

MSA Rank/Pop: 114/412,300
ADI # 45 (w/Harrisburg & Lancaster)
Average Person Ratings: 18.4
Market TSL: 24.00 hours

Stations: 31/11
Diaries: 739/460:1/63.5%
Sample Target: 730
% Below Line: 34.7
% Not Listed: 10.2

1989 Revenue: $12,300,000
HH Inc.: $29,429
Retail $: 2.3 Bil
Pop per Station: 30,927
#1 Biller: WARM-F $3,400,000

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89		Birch Share	Birch AQH	Birch Cume	
1. WYCR-F	(CHR)	74/11.8	7.9	12.4	12.8	12.8	11.2	90/1509	1000/29.4	29.1	27.1		11.1	64	932	WYCR-F
2. WARM-F	(SAC)	68/10.9	10.1	10.3	9.2	10.4	10.1	135/1570	762/22.4	21.0	21.9		8.9	51	514	WARM-F
3. WGTY-F	(C)	64/10.2	8.7	7.9	7.0	5.6	8.4	74/636	513/15.1	14.4	13.1		5.6	32	528	WGTY-F
4. WSBA	(MOR)	51/ 8.2	7.9	8.8	9.7	5.6	8.6	56/731	625/18.4	18.3	14.9		9.2	53	650	WSBA
5. WQXA-F	(CHR)	41/ 6.6	8.7	5.8	5.3	6.5	6.6	110/1770	612/18.0	16.9	22.2		10.1	58	640	WQXA-F
6. WRKZ-F	(C)	38/ 6.1	6.6	8.1	9.2	7.8	7.5	130/1567	491/14.4	15.0	17.4		5.0	29	488	WRKZ-F
7. WNCE-F	(EZ)	37/ 5.9	6.8	6.5	7.5	8.7	6.7	174/1788	470/13.8	13.9	15.5		5.4	31	334	WNCE-F
8. WTPA-F	(AOR)	28/ 4.5	3.6	1.7	2.0	1.6	3.0	111/1134	260/ 7.6	4.3	5.1		4.2	24	424	WTPA-F
9. WGRX-F	(AOR)	26/ 4.2	2.8	3.8	3.6	5.1	3.6	35/641	427/12.6	10.9	13.1		5.4	31	507	WGRX-F
10. WWKL-F	(O)	17/ 2.7	1.3	1.5	1.0	0.8	1.6	91/1127	220/ 6.5	4.0	2.7		1.7	10	160	WWKL-F
11. WHTF-F	(AOR)	15/ 2.4	2.8	4.0	2.9	3.1	3.0	56/906	284/ 8.3	9.4	10.2		4.0	23	389	WHTF-F

12+ FM SHARE (METRO): 83.42% (468 of 561) (SPG 89: 86.42%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WYCR-F>>	1 WYCR-F>	1 WARM-F	1 WARM-F>	1 WARM-F	1 WSBA	1 WSBA	1 WARM-F>	1 WYCR-F	1 WYCR-F>	1 WGTY-F>
2 WQXA-F	2 WARM-F	2 WYCR-F>	2 WGTY-F	2 WGTY-F	2 WGTY-F<	2 WARM-F<	2 WGTY-F	2 WARM-F	2 WQXA-F	2 WGRX-F
3	3 WQXA-F	3 WGTY-F	3 WYCR-F>	3 WYCR-F>	3 WARM-F	3 WGTY-F	3 WYCR-F>	3 WGTY-F	3 WGTY-F	3 WYCR-F
4	4 WTPA-F	4 WQXA-F	4 WTPA-F	4 WRKZ-F	4 WNCE-F	4 WYCR-F>	4 WNCE-F	4 WSBA <	4 WSBA	WARM-F
5	WGTY-F	5 WTPA-F	WQXA-F	5 WTPA-F	5	5 WQXA-F	5 WTPA-F	5 WQXA-F	5 WARM-F	5
6	6 WGRX-F	6 WGRX-F	6 WGRX-F	WQXA-F	6	6 WRKZ-F	6 WRKZ-F<	6 WNCE-F	6	6
7	7	7	7	7	7	7	7 WSBA	7	7	7

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WYCR-F>	1 WYCR-F	1 WARM-F>	1 WARM-F>	1 WARM-F>>	1 WYCR-F>	1 WTPA-F	1 WGTY-F	1 WTPA-F	1 WGTY-F
2 WQXA-F	WARM-F>	2 WYCR-F>	2 WYCR-F>	2 WYCR-F	2 WTPA-F>	WYCR-F	2 WTPA-F>	2 WYCR-F	2 WTPA-F
WARM-F>	3 WQXA-F>>	3 WQXA-F>>	3 WQXA-F	3 WGTY-F>	3 WHTF-F	3 WGTY-F>	3 WYCR-F	WGTY-F>	3 WRKZ-F
4 WGRX-F>>	4 WGRX-F	4	4 WGTY-F>	4 WQXA-F	4 WRKZ-F	4 WGRX-F	4 WQXA-F	4 WGRX-F	4 WYCR-F
5 WGTY-F>>	5		5 WGRX-F	5	WGRX-F>	WQXA-F	5 WGRX-F>	5 WRKZ-F	5 WARM-F
6	6		6	6	6	6 WHTF-F	6	6 WARM-F	6 WGRX-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		133 (5)	133 (5)	23.7	25.4
AOR/CLASSIC		80 (4)	80 (4)	14.3	11.6
AC/OLDIES/SOFT ROCK		96 (5)	96 (5)	17.1	13.8
MOR/VARIETY	81 (5)		81 (5)	14.4	11.6
COUNTRY	5 (1)	108 (4)	113 (5)	20.1	19.2
BLACK/URBAN					0.4
BEAUTIFUL/EASY		43 (3)	43 (3)	7.7	13.9
NEWS/TALK	4 (1)		4 (1)	0.7	
NOSTALGIA	3 (1)		3 (1)	0.5	1.2
RELIGION/GOSPEL		8 (2)	8 (2)	1.4	1.9
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					0.9
	93 (8)	468 (23)	561 (31)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGCB-F	96.1	Red Lion	0.5/2.1/ 6/ 180
WGET	1320	Gettysburg	1.6/3.5/ 10/ 119
WHVR	1280	Hanover	1.3/3.9/ 8/ 133
WOYK	1350	York	0.8/2.5/ 5/ 85
WXKU	1250	York	0.8/2.1/ 6/ 76
WBAL	1090	Baltimore	0.6/2.6/ 4/ 110
WBSB-F	104.3	Baltimore	0.3/1.6/ 3/ 102
WDAC-F	94.5	Lancaster	0.8/2.2/ 56/ 759
WHP	580	Harrisburg	1.1/2.5/ 66/ 849
WHYL	960	Carlisle/Hrsbrg	0.5/1.7/ 42/ 434
WIMX-F	99.3	Harrisburg	2.0/2.6/ 32/ 700
WIOV-F	105.1	Ephrata/Lancast	0.3/2.6/ 67/ 797
WIYY-F	97.9	Baltimore	1.8/3.9/ 11/ 171
WLAN-F	96.9	Lancaster	1.0/4.3/ 61/1190
WLIF-F	101.9	Baltimore	0.3/1.9/ 2/ 100
WNNK-F	104.1	Harrisburg	1.6/6.0/165/2031
WPOC-F	93.1	Baltimore	0.6/2.4/ 5/ 101
WWMD-F	104.7	Hagerstown	0.6/2.4/ 4/ 115
WWMX-F	106.5	Baltimore	0.8/2.0/ 5/ 69
WXBB-F	97.3	Harrisburg	0.6/2.4/ 32/ 792

RADIO STATIONS

WGET, 1320, 1 KW/500 W (DA-2), MOR	MBS , $ 14.00 (——)	(GETTYSBURG)	Rod Burnham
WHVR, 1280, 5 KW/500 W (DA-2), MOR	NBC , $ 10.00 (HNWH)		Joanne McAnell
WSBA, 910, 5 KW/1 KW (DA-2) , MOR/FULL SER.	, $ 48.00 (Eastman)	Susquehanna	Chris Huber
WARM-F, 103.3, 6 KW @ 1306, SOFT AC	, $ 66.00 (Eastman)	Susquehanna	Chris Huber
WGTY-F, 107.7, 16 KW @ 829, COUNTRY	MBS , $ 30.00 (——)	(GETTYSBURG)	Rod Burnham
WHTF-F, 92.7, .7 KW @ 700, CLASSIC AOR	SOURCE , $ 28.00 (Banner)		Doug George
WQXA-F, 105.7, 25 KW @ 704, CHR	, $ 32.00 (Katz)		Karen Luft
WYCR-F, 98.5, 11 KW @ 926, CHR	, $ 43.00 (HNWH)		Rick McCauslin

OTHER RANKED STATIONS — See Harrisburg, Lancaster and Baltimore

YOUNGSTOWN

Arbitron Rank/Pop (12+): 83/419,000

MSA Rank/Pop: 99/498,900
ADI # 89
Average Person Ratings: 18.7
Market TSL: 24.25 hours

Stations: 27/15
Diaries: 888/472:1/57.4%
Sample Target: 850
% Below Line: 8.3
% Not Listed: 12.1

1989 Revenue: $10,200,000
HH Inc.: $27,240
Retail $: 3.0 Bil
Pop per Station: 27,933
#1 Biller: NA

12+ METRO		1/4/SHARE	WIN 90	FAL 89	SUM 89	SPG 89	4 Book Avg.	12+ TSA 1/4/CUME	12+ METRO CUME/CUME RATING	FAL 89	SPG 89	Birch Share	Birch AQH	Birch Cume	
1. WKBN	(N/T)	103/13.2	11.6	7.9	10.2	8.0	10.7	135/1347	900/21.5	18.9	17.3	9.3	70	720	WKBN
2. WHOT-F	(CHR)	87/11.1	12.9	12.8	14.5	14.4	12.8	163/2264	1357/32.4	34.5	33.8	16.9	128	1657	WHOT-F
3. WQXK-F	(C)	83/10.6	9.0	9.7	8.3	10.9	9.4	132/1281	720/17.2	17.1	17.7	9.4	71	578	WQXK-F
4. WNCD-F	(AOR)	71/ 9.1	7.6	5.2	5.6	5.2	6.9	81/795	663/15.8	13.2	14.1	6.5	49	708	WNCD-F
5. WBBG-F	(O)	69/ 8.8	10.8	8.5	8.8	8.7	9.2	91/1168	860/20.5	19.7	18.5	8.2	62	793	WBBG-F
6. WKBN-F	(EZ)	67/ 8.6	8.4	8.2	9.0	10.6	8.6	95/1402	930/22.2	20.2	22.4	7.4	56	664	WKBN-F
7. WYFM-F	(AC)	48/ 6.1	5.5	7.0	6.6	4.9	6.3	93/1091	641/15.3	16.3	15.1	5.6	42	585	WYFM-F
8. WBBW	(T)	31/ 4.0	3.6	3.9	4.0	3.9	3.9	34/519	480/11.5	11.5	13.3	2.8	21	400	WBBW
9. WHOT	(BB)	22/ 2.8	0.6	——	1.4	0.2	1.2	25/377	331/ 7.9	2.5	0.0	4.1	31	294	WHOT
10. WSOM	(MOR)	13/ 1.7	1.1	1.5	2.0	0.6	1.6	25/335	213/ 5.1	3.4	1.9	0.8	6	87	WSOM

12+ FM SHARE (METRO): 71.37% (491 of 688) (SPG 89: 75.82%)

TEENS	18-34	18-49	25-49	25-54	35+	12+ AMD	12+ MID	12+ PMD	12+ EVE	OVERNIGHT
1 WHOT-F	1 WNCD-F>	1 WNCD-F	1 WBBG-F>	1 WBBG-F>	1 WKBN >	1 WKBN >	1 WKBN	1 WKBN	1 WKBN <	1 WNCD-F
2	2 WHOT-F	2 WBBG-F<	2 WQXK-F	2 WQXK-F	2 WQXK-F	2 WHOT-F	2 WQXK-F<	2 WHOT-F<	2 WHOT-F<	WKBN >
3	3 WBBG-F<	3 WHOT-F	3 WHOT-F	3 WHOT-F	3 WKBN-F>	3 WQXK-F	3 WKBN-F	3 WNCD-F<	3 WNCD-F>	3 WBBG-F
4	4 WQXK-F	4 WQXK-F	4 WNCD-F>	4 WNCD-F	4 WBBG-F	4 WKBN-F	4 WHOT-F	4 WQXK-F	4 WBBG-F	4 WKBN-F
5	5 WYFM-F	5 WYFM-F	5 WKBN-F	WKBN-F>	5 WHOT-F	5 WNCD-F<	WBBG-F	5 WBBG-F	5 WQXK-F	5 WYFM-F
6	6	6 WKBN-F	6 WYFM-F	6 WKBN	6	6 WBBG-F	6 WNCD-F	6 WKBN-F	6 WYFM-F	WQXK-F
				7 WYFM-F						

WOM 18-24	WOM 18-34	WOM 25-34	WOM 18-49	WOM 25-54	MEN 18-24	MEN 18-34	MEN 25-34	MEN 18-49	MEN 25-54
1 WHOT-F>	1 WHOT-F>	1 WBBG-F	1 WHOT-F>	1 WHOT-F	1 WNCD-F>>	1 WNCD-F>>	1 WNCD-F	1 WNCD-F>	1 WBBG-F>
2 WYFM-F	2 WYFM-F	2 WHOT-F>	2 WBBG-F<	2 WBBG-F	2 WQXK-F	2 WQXK-F	2 WBBG-F	2 WBBG-F>	2 WNCD-F
3 WNCD-F>>	3 WNCD-F	3 WQXK-F>	3 WQXK-F	3 WQXK-F	WHOT-F	3 WBBG-F>	3 WQXK-F>>	3 WQXK-F>	3 WQXK-F>
4 WKBN-F>	4 WBBG-F	4 WYFM-F	WKBN-F	4 WKBN-F>	4 WYFM-F>>	4 WYFM-F	4 WYFM-F	4 WHOT-F	4 WKBN-F
5 WPHR-F>>	5 WKBN-F	WNCD-F	5 WYFM-F	5 WKBN	5	5 WHOT-F	WKBN	5 WYFM-F	5 WYFM-F
6	6 WQXK-F	WKBN-F	6 WNCD-F	6 WYFM-F	6	6 WKBN	6 WKBN-F	6	WKBN
									WHOT-F

FORMATS	AM	FM	TOTAL	%	SPG 89 %
TOP 40/CHR/CONTEMP		104 (3)	104 (3)	15.1	22.7
AOR/CLASSIC		95 (5)	95 (5)	13.8	12.0
AC/OLDIES/SOFT ROCK		124 (4)	124 (4)	18.0	16.2
MOR/VARIETY	18 (2)		18 (2)	2.6	11.0
COUNTRY	3 (1)	84 (2)	87 (3)	12.6	12.5
BLACK/URBAN		4 (1)	4 (1)	0.6	
BEAUTIFUL/EASY		72 (2)	72 (2)	10.5	12.0
NEWS/TALK	141 (3)	5 (1)	146 (4)	21.2	6.2
NOSTALGIA	28 (2)		28 (2)	4.1	5.1
RELIGION/GOSPEL	7 (1)	3 (1)	10 (2)	1.5	2.4
SPANISH					
CLASSICAL					
JAZZ/NEW AGE					
UNKNOWN/OTHERS					
	197 (9)	491 (19)	688 (28)		

OTHER RATED STATIONS			METRO CUME TSA TSA SHARE/RTG/AQH/CUME
WGFT	1500	Youngstown	0.9/1.9/ 8/ 91
WOJY-F	95.9	Sharpsville	0.4/2.7/ 7/ 156
WRKU-F	95.1	Grove City	1.1/3.7/ 26/ 337
WRRO	1440	Warren	0.8/5.1/ 7/ 222
WDJQ-F	92.5	Alliance/Canton	0.6/2.6/ 10/ 208
WDVE-F	102.5	Pittsburgh	0.8/2.9/ 32/ 372
WHBC-F	94.1	Canton/Akron	0.6/2.0/ 8/ 115
WMJI-F	105.7	Cleveland	0.5/3.7/ 5/ 181
WMMS-F	100.7	Cleveland	0.5/4.0/ 8/ 225
WNIR-F	100.1	Kent/Akron	0.6/1.6/ 6/ 76
WONE-F	97.5	Arkon/Cleveland	0.6/2.1/ 7/ 129
WPHR-F	107.9	Cleveland	1.5/7.2/ 14/ 348
WPIC	790	Sharon	0.6/2.6/ 18/ 335
WTOF-F	98.1	Canton/Akron	0.4/2.6/ 8/ 181
WWWE	1100	Cleveland	0.9/4.2/ 8/ 213
WZAK-F	93.1	Cleveland	0.5/1.3/ 4/ 53

RADIO STATIONS

WBBW ,	1240,	1 KW (DA-1)	,	Talk	ABC I ABC T, $23.00	(Republic)	H & D	Larry Weiss
WHOT ,	1390,	5 KW/1 KW (DA-2)	,	Nostalgia	, $19.00	(Eastman)	Myron Jones	Bill Glover
WKBN ,	570,	5 KW (DA-N)	,	News/Talk	CBS, $35.00	(Katz)		Bill Kelly
WBBG-F,	93.3,	50 KW @ 280	,	Oldies	ABC E, $45.00	(Republic)	H & D	Larry Weiss
WHOT-F,	101.1,	24 KW @ 711	,	CHR	, $61.00	(Eastman)	Myron Jones	Bill Glover
WKBN-F,	98.9,	6 KW @ 1370	,	EZ/Soft AC	UNISUP, $39.00	(Katz)	Bill Kelly	
WNCD-F,	106.1,	3 KW @ 328	,	Classic AOR	, $34.00	(Torbet)	(NILES)	Don Baragona
WQXK-F,	105.1,	88 KW @ 430	,	Country	UNIULT, $42.00	(Mc-Guild)	Legend (SALEM)	Mike Mahone
WYFM-F,	102.9,	26 KW @ 455	,	AC	ABC C, $36.00	(Durpetti)	Regional (SHARON)	Tom Klein

Miscellaneous Comments: WHOT sold by Myron Jones for $290,000...

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AMERICAN RADIO

1990 SMALL MARKET EDITION

Compiled and Edited by:

JAMES H. DUNCAN, JR.

DUNCAN'S AMERICAN RADIO, INC
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INTRODUCTION

I am pleased to present the seventh edition of AMERICAN RADIO -SMALL MARKET EDITION. This book is designed to complement the primary edition of American Radio by providing expanded coverage of over 100 small radio markets in the United States.

The Small Market Edition is issued every September.

Your support of my work is sincerely appreciated. Please feel free to make comments or suggestions at any time. I urge you to do so. I can be reached at this address:

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Every effort has been made to make this book as accurate as is humanly possible -- well, this human anyway. However, we are responsible for errors only to the extent that subscribers will be notified if such action is justified.

Special thanks to Beth Barnhorst for her excellent help in the preparation of this edition.

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Sumter, SC
Wausau, WI
Yuma, AZ

LEADING STATIONS IN ARBITRON CONDENSED MARKETS *

	STATION	MARKET	SHARE	FORMAT	GROUP OWNER
1.	WBKR-F	Owensboro, KY	37.0	Country	
2.	WJIZ-F	Albany, GA	35.6	Black	
3.	KKYR-F	Texarkana, TX-AR	33.5	Country	
4.	WTNJ-F	Beckley, WV	33.0	Country	
	KZEU-F	Victoria, TX	33.0	Country	Osborn/Reynolds
6.	KGKL-F	San Angelo, TX	32.1	Country	
7.	KBOZ-F	Bozeman, MT	30.9	Contemp	Citadel
8.	KLUR-F	Wichita Falls, TX	28.4	Country	
9.	WSTO-F	Owensboro, KY	27.7	CHR	
10.	KIXY-F	San Angelo, TX	27.0	CHR	
11.	KYYY-F	Bismarck, ND	26.8	CHR	Meyer
12.	WTNY-F	Watertown, NY	26.5	CHR	
	KYEA-F	Monroe, LA	26.5	Black	
14.	WCIR-F	Beckley, WV	25.0	AC/Contemp	
	KBOZ-F	Bozeman, MT	25.0	Country	Citadel
16.	KIXQ-F	Joplin, MO	24.9	Country	
17.	KHHT-F	Minot, ND	24.7	CHR	
18.	WAXX-F	Eau Claire, WI	24.6	Country	
19.	KLAW-F	Lawton, OK	24.4	Country	
20.	KVIC-F	Victoria, TX	24.2	CHR	Mayes
21.	WZMP-F	Meridian, MS	24.1	Black	
22.	KEKB-F	Grand Junction, CO	23.8	Country	
23.	KRRV-F	Alexandria, LA	23.6	Country	
24.	WILQ-F	Williamsport, PA	23.5	Country	
25.	KKIX-F	Fayetteville-Springdale, AR	23.4	Country	Noalmark
	WQPO-F	Harrisonburg, VA	23.4	CHR	VerStandig
27.	KIOK-F	Tri Cities, WA	23.0	CHR	Sterling
28.	WIAL-F	Eau Claire, WI	22.7	AC	
29.	KYKZ-F	Lake Charles, LA	22.7	Country	
30.	WPAP-F	Panama City, FL	22.5	Country	
31.	WZBQ-F	Tuscaloosa, AL	22.4	CHR	
32.	KMGZ-F	Lawton, OK	22.2	CHR	
33.	KGLI-F	Sioux City, IA	22.1	CHR	
34.	WQRC-F	Cape Cod, MA	22.0	EZ	
35.	WKMX-F	Dothan, AL	21.8	CHR	
36.	KYKX-F	Longview-Marshall, TX	21.6	Country	Sun Group
	KEAN-F	Abilene, TX	21.6	Country	Sun Group
38.	WLRW-F	Champaign, IL	21.2	CHR	Saga
39.	WSNX-F	Muskegon, MI	20.6	CHR	Goodrich
40.	KGGG-F	Rapid City, SD	20.4	CHR	Ingstad
41.	KYKS-F	Lufkin-Nacogdoches, TX	20.3	Country	
42.	KAAK-F	Great Falls, MT	20.2	AC	Sunbrook
	KCJB	Minot, ND	20.2	Country	
44.	KFMZ-F	Columbia, MO	20.0	AOR	Contemp Media

* Based on 12+ Metro Share, 1/4 Hr Avg, Mon-Sun, 6A-Mid.

SECTION A

ARBITRON CONDENSED RADIO REPORTS

Arbitron's Condensed reports differ greatly from the standard market reports. Much of the data available in the standard book is not available in the Condensed. However, we have made do with what data is available.

The data for each station is read from left to right across the entire page. The methodology is the same as in the regular edition of American Radio.

ABILENE, TX

MSA Rank/Pop: 292/122,300
ARB Rank/Pcp: 200/129,200
Market TSL: 21.5
Average Person Rating: 15.8

Diaries: 399/324:1
Sample Target: 330
% Below Line: 0.0
% Not Listed: 29.4

Retail $: 1.3 Bil
FM Share: 93.06%
Stations: 12/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	METRO CUME RATING S89	METRO CUME RATING S88	B I R C H SHR	B I R C H AOH	B I R C H CUME
1. KEAN-F	44/21.6		18.9		15.7	457	35.4	38.9	26.7			
2. KFQX-F	24/11.8		10.6		7.3	334	25.9	25.3	17.1			
3. KORQ-F	18/ 8.8		9.7		13.1	274	21.2	26.3	27.5			
4. KEYJ-F	13/ 6.4		7.8		11.5	177	13.7	18.9	22.9			
5. KTLC-F	12/ 5.9		4.1		5.8	160	12.4	13.2	14.8			
6. KWZD-F	9/ 4.4		6.9		13.6	187	14.5	14.8	19.8			
7. KHXS-F	7/ 3.4		----		----	118	9.1	----	----			
8. KNTS	6/ 2.9		.5		4.2	65	5.0	7.5	10.0			
9. KVRP-F	4/ 2.0		----		1.0	42	3.3	4.0	4.5			

12+ AMD

1. KEAN-F>>
2. KFQX-F<
3. KORQ-F>

12+ MID

1. KEAN-F>>
2. KFQX-F
   KORQ-F
4. KEYJ-F

12+ PMD

1. KEAN-F>>
2. KFQX-F
3. KORQ-F
4. KEYJ-F

12+ EVE

1. KFQX-F
2. KEAN-F>>
3. KORQ-F
4. KEYJ-F

ADULTS 18-34

1. KEAN-F<
2. KFQX-F
3. KORQ-F>
4. KEYJ-F
   KTLC-F

ADULTS 25-54

1. KEAN-F>>
2. KORQ-F
3. KEYJ-F
4. KFQX-F

ADULTS 35-64

1. KEAN-F>>
2. KWZD-F>

MEN 25-54

1. KEAN-F>>
2. KEYJ-F
3. KORQ-F
4. KNTS

WOMEN 25-54

1. KEAN-F>>
2. KORQ-F
3. KFQX-F
4. KTLC-F
   KWZD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEAN	1280	Abilene	1.5/6.5
KEYJ	1560	Abilene	.5/3.1
KKHR-F	98.1	Anson/Abilene	1.5/4.0

RADIO STATIONS

KNTS,	1470,	5 KW/1 KW (DA-1),	Talk	MBS, $10.00	(Republic)			D. Fox
KEAN-F,	105.1,	100 KW @ 808 ,	Country	ABC I, $28.00	(Mc-Guild)	SunGroup		L. Murray
KEYJ-F,	107.9,	25 KW @ 667 ,	AOR	, $14.00	(----)			L. Mynatt
KFQX-F,	102.7,	66 KW @ 1200 ,	CHR	, $18.00	(Republic)		(MERKEL)	D. Fox
KHXS-F,	106.3,	3 KW @ 200 ,	Country	, $11.00	(Durpetti)			
KORQ-F,	100.7,	100 KW @ 1260 ,	AC	UNIPWR, $13.00	(Banner)			G. Boos
KTLC-F,	99.7,	100 KW @ 744 ,	AC	CBS, $11.00	(Roslin)		(TYE)	D. Palmer
KVRP-F,	95.5,	100 KW @ 550 ,	Country	APR, $10.00	(Banner)		(HASKELL)	G. Barrett
KWZD-F,	103.7,	100 KW @ 985 ,	Country	, $11.00	(katz)		(HAMLIN)	J. Martin

ALBANY, GA

MSA Rank/Pop: 304/118,000
ARB Rank/Pop: 238/93,400
Market TSL: 20.75
Average Person Rating: 15.6

Diaries: 324/288:1
Sample Target: 270
% Below Line: 1.6
% Not Listed: 13.0

Retail $: 0.8 Bil
FM Share: 90.55%
Stations: 11/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WJIZ-F	52/35.6		29.5		39.6	353	37.8	37.3	39.0			
2. WJAD-F	21/14.4		12.0		16.0	214	22.9	30.9	31.2			
3. WIKX-F	13/ 8.9		----		----	134	14.3	----	----			
4. WKAK-F	12/ 8.2		15.1		13.2	193	20.7	27.0	25.4			
5. WJYZ	11/ 7.5		6.0		1.4	111	11.9	11.2	8.6			
6. WSGY-F	7/ 4.8		9.0		10.4	150	16.1	19.8	23.4			
7. WGPC-F	5/ 3.4		5.4		3.5	135	14.5	12.1	10.2			
8. WAZE-F	3/ 2.1		3.6		.7	44	4.7	7.8	7.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F>>
2. WKAK-F	2. WJAD-F	2. WJAD-F>	
3. WJAD-F	3. WIKX-F	3. WIKX-F	
4. WIKX-F	4. WJYZ	4. WKAK-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WJIZ-F>>	1. WJIZ-F>>	1. WJIZ-F<	1. WJIZ-F>	1. WJIZ-F>>
2. WJAD-F>>	2. WIKX-F	2. WKAK-F>	2. WIKX-F	2. WIKX-F
3. WIKX-F	3. WJAD-F	3. WIKX-F	WKAK-F	3. WJYZ
4. WSGY-F	WKAK-F	4. WJYZ	4. WJAD-F	4. WJAD-F
	5. WJYZ			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WANL	1250	Albany	.7/6.
WQVE	105.5	Camilla	.7/5.6
WVRK	102.9	Columbus	.7/7.3

RADIO STATIONS

WJYZ,	960,	5 KW (DAYS, DA) ,	Gospel	MBS,	$10.00	(HNWH)		D. Suttles
WAZE-F,	92.1,	3 KW @ 300 ,	AC	,	$10.00	(Roslin)	(DAWSON)	
WGPC-F,	104.5,	100 KW @ 980 ,	EZ/Nost.	CBS,	$11.00	(Southern)		L. George
WIKX-F,	103.7,	3.6 KW @ 400 ,	Country (??)	CNN,	$ NA	(---)	(LEESBURG)	
WJAD-F,	97.3,	100 KW @ 1000 ,	CHR	ABC C,	$19.00	(Banner)	(BAINBRIDGE)	J. Williams
WJIZ-F,	96.3,	100 KW @ 470 ,	Black	SBN,	$22.00	(HNWH)		D. Suttles
WKAK-F,	101.7,	3 KW @ 300 ,	Country	ABC E,	$15.00	(Republic)		R. Segers
WSGY-F,	100.3,	97 KW @ 550 ,	AC	,	$12.00	(---)	(TIFTON)	R. Dunns

ALBANY - CORVALIS - LEBANON, OR

MSA Rank/Pop: NA
ARB Rank/Pop: 202/128,800
Market TSL: 20.5
Average Person Rating: 15.5

Diaries: 347/371:1
Sample Target: 340
% Below Line: 49.3
% Not Listed: 26.6

Retail $: 0.8 Bil
FM Share: 76.03%
Stations: 25/11

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KXYQ-F	18/9.0		11.5		19.5	325	25.2	24.8	29.6			
2. KFAT-F	17/8.5		5.0		4.7	211	16.4	14.2	7.6			
3. KIQY-F	13/6.5		6.5		7.0	258	20.0	16.4	14.6			
4. KRKT-F	12/6.0		11.0		8.6	183	14.2	17.5	12.7			
KLCX-F	12/6.0		8.5		3.9	192	14.9	10.2	5.9			
6. KFIR	10/5.0		2.5		6.3	61	4.7	4.0	3.0			
KMGE-F	10/5.0		.5		.8	111	8.6	5.8	3.3			
8. KEX	7/3.5		---		---	127	9.9	---	---			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KXYQ-F	1. KFAT-F>	1. KXYQ-F<	1. KFAT-F
2. KRKT-F	2. KRKT-F	2. KFAT-F	2. KIQY-F
3. KIQY-F<	KLCX-F<	3. KIQY-F	3. KEX
4. KFAT-F	4. KMGE-F	4. KLCX-F	4. KLCX-F
	KXYQ-F	5. KRKT-F	KXYQ-F
		KMGE-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KXYQ-F	1. KMGE-F	1. KFAT-F	1. KLCX-F	1. KXYQ-F
2. KLCX-F<	2. KFAT-F	KRKT-F>	2. KFAT-F	2. KMGE-F
3. KMGE-F	KXYQ-F	3. KXYQ-F	KRKT-F	3. KFAT-F
4. KFAT-F	4. KRKT-F	4. KFIR	KMGE-F	4. KRKT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KEJO-F	101.5	Corvallis	2.5/9.6
KFLY	1240	Corvallis	1.0/5.3
KGAL	920	Lebanon/Albany	2.0/10.9
KHPE-F	107.9	Albany	2.0/5.7
KLOO	1340	Corvallis	1.0/4.3
KRKT	990	Albany/Corvallis	1.5/4.0
KWIL	790	Albany	1.0/3.0
KGON-F	92.3	Portland	1.0/5.1
KKCW-F	103.3	Beaverton	2.5/4.0
KKSN-F	97.1	Portland	.5/3.4
KPNW-F	99.1	Eugene/Springfield	2.5/7.3
KSND-F	93.1	Springfield/Eugene	.5/4.4
KUGN	590	Eugene/Springfield	.5/2.9
KUGN-F	97.9	Eugene/Springfield	1.5/2.6
KXL	750	Portland	2.0/5.3
KXL-F	95.5	Portland	1.0/3.7
KZEL-F	96.1	Eugene	.5/5.6

RADIO STATIONS

KFIR,	1370,	1 KW (DAYS) ,	Country	ABC E, $ 9.00	(Tacher)	(SWEET HOME)	B. Ratter
KEJO-F,	101.5,	28 KW @ 250 ,	AC	ABC FM, $11.00	(Mc-Guild)	(CORVALLIS)	B. Holt
KFAT-F,	106.1,	100 KW @ 1140 ,	Country	CBS, $13.00	(Gillis)	(CORVALLIS)	L. Blair
KHPE-F,	107.9,	100 KW @ 1100 ,	Religion	, $ 8.00	(Sand-Glenn)	(ALBANY)	D. Winchester
KIQY-F,	103.7,	100 KW @ 515 ,	CHR	, $15.00	(Tacher)	(LEBANON)	D. Schimmin
KRKT-F,	99.9,	100 KW @ 1075 ,	Country	ABC I, $15.00	(Mc-Guild)	(ALBANY)	G. Grossman

Other ranked stations — see Portland or Eugene in Spring 90 edition

ALEXANDRIA, LA

MSA Rank/Pop: 262/138,800
ARB Rank/Pop: 206/126,600
Market TSL: 20.5
Average Person Rating: 15.1

Diaries: 313/404:1
Sample Target: 320
% Below Line: 0.6
% Not Listed: 18.3

Retail $: 0.8 Bil
FM Share: 82.69%
Stations: 10/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KRRV-F	45/23.6		26.0		20.1	515	40.7	38.4	31.9	16.2	32	372
2. KBCE-F	37/19.4		22.0		25.8	341	26.9	22.7	23.3	29.9	59	347
3. KQID-F	26/13.6		10.5		17.0	373	29.5	24.5	32.8	13.7	27	333
4. KZMZ-F	18/ 9.4		10.5		10.3	282	22.3	20.4	18.7	15.2	30	349
5. KALB	11/ 5.8		5.0		3.6	177	14.0	12.3	13.7	5.1	10	217
6. KSYL	10/ 5.2		2.5		2.6	138	10.9	6.9	8.4	2.0	4	72
7. KRRV	4/ 2.1		2.5		1.0	87	6.9	5.5	3.7			44
8. KLAA-F	2/ 1.0		5.0		6.7	71	5.6	14.2	13.4	4.6	9	97
KWDF	2/ 1.0		1.5		2.6	62	4.9	3.9	3.8	1.5	3	36

12+ AMD

1. KRRV-F>
2. KBCE-F>
3. KQID-F
4. KZMZ-F

12+ MID

1. KRRV-F>
2. KBCE-F
3. KQID-F
4. KZMZ-F

12+ PMD

1. KRRV-F>
2. KBCE-F>
3. KQID-F<
4. KZMZ-F

12+ EVE

1. KBCE-F
2. KQID-F
3. KRRV-F>
4. KALB

ADULTS 18-34

1. KQID-F
2. KBCE-F
3. KRRV-F
   KZMZ-F

ADULTS 25-54

1. KRRV-F
2. KBCE-F>
3. KZMZ-F
4. KQID-F

ADULTS 35-64

1. KRRV-F>>
2. KBCE-F>>
3. KSYL
   KZMZ-F

MEN 25-54

1. KRRV-F
2. KBCE-F>
3. KZMZ-F
4. KQID-F
   KALB

WOMEN 25-54

1. KRRV-F
2. KBCE-F>
3. KZMZ-F
4. KQID-F
   KSYL

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDBH-F	97.7	Natchitoches	.5/3.3

RADIO STATIONS

KALB,	580, 5 KW/1 KW (DA-N)	,	Oldies	SMN, $11.00	(Katz)	B. Lynch
KSYL,	970, 1 KW (DA-N)	,	EZ	SMN UNISUP, $10.00	(Torbet)	T. Thompson
KBCE-F,	102.3, 3 KW @ 290	,	Black	SBN, $23.00	(HNWH)	G. Lewis
KLAA-F,	98.3, 3 KW @ 300	,	Country	MBS, $ 9.00	(HNWH)	R. Cavendish
KQID-F,	93.1, 100 KW @ 1000	,	CHR	ABC C UNISUP, $19.00	(Torbet)	M. Jeffries
KRRV-F,	100.3, 100 KW @ 1100	,	Country	ABC E, $29.00	(Republic)	J. Karst
KZMZ-F,	96.9, 100 KW @ 1450	,	CHR	ABC FM, $15.00	(Katz)	R. Reynolds

AUGUSTA - WATERVILLE, ME

MSA Rank/Pop: NA
ARB Rank/Pop: 234/96,700
Market TSL: 23.25
Average Person Rating: 17.7

Diaries: 315/307:1
Sample Target: 280
% Below Line: 41.9
% Not Listed: 20.5

Retail $: 0.9 Bil
FM Share: 97.79%
Stations: 14/6

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AQH	CUME
1. WMME-F	28/16.4		21.2		27.1	315	32.6	37.7	43.4			
2. WKCG-F	19/11.1		6.6		13.5	216	22.3	15.0	20.0			
3. WTOS-F	14/ 8.2		6.0		3.9	149	15.4	13.7	10.0			
4. WBLM-F	13/ 7.6		6.6		5.2	182	18.8	13.3	15.2			
WHOM-F	13/ 7.6		6.6		6.5	140	14.5	13.9	11.3			
WXGL-F	13/ 7.6		4.6		2.6	173	17.9	10.2	10.1			
7. WQCB-F	11/ 6.4		9.9		1.3	117	12.1	10.6	5.5			
8. WTVL-F	9/ 5.3		4.0		1.9	137	14.2	14.1	9.1			
9. WABK-F	7/ 4.1		6.6		11.0	144	14.9	17.1	23.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKCG-F<	1. WKCG-F	1. WMME-F>	1. WMME-F>>
2. WMME-F	WMME-F	2. WKCG-F	2. WKCG-F
3. WXGL-F	3. WTOS-F	3. WTOS-F	3. WBLM-F
4. WBLM-F	4. WXGL-F	4. WBLM-F	4. WTOS-F
	5. WQCB-F	5. WHOM-F	WHOM-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WMME-F>>	1. WKCG-F	1. WKCG-F>	1. WTOS-F	1. WMME-F
2. WTOS-F<	2. WMME-F	2. WHOM-F	WXGL-F	2. WFAU >
3. WBLM-F>	3. WTOS-F	3. WQCB-F	3. WKCG-F	3. WABK-F
4. WXGL-F	WXGL-F	WXGL-F	4. WBLM-F	WHOM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFAU	1340	Augusta	1.2/4.6
WKZS-F	99.9	Auburn	1.2/8.8
WPOR	1490	Portland	.6/1.0
WTHT-F	107.5	Lewiston	.6/6.1
WYOU-F	97.1	Bangor	1.8/4.7

RADIO STATIONS

WABK-F,	104.3,	50 KW @ 400 ,	AC	ABC I, $17.00	(Eastman)	(GARDINER)	S. Carroll
WKCG-F,	101.3,	50 KW @ 320 ,	Country	CBS, $21.00	(K & P)		W. Devine
WMME-F,	92.3,	50 KW @ 500 ,	CHR	SOURCE, $26.00	(Republic)		J. Mann
WTOS-F,	105.1,	50 KW @ 2420 ,	AOR	UNISUP UNIPWR, $14.00	(Roslin)	(SHOWHEGAN)	A. Anderson
WTVL-F,	98.5,	50 KW @ 373 ,	Soft AC/Oldies	ABC E, $15.00	(——)	(WATERVILLE)	D. Warner

Other ranked stations -- see Bangor in this edition or Portland in Spring 90 edition

BANGOR, ME

MSA Rank/Pop: 338/84,900
ARB Rank/Pop: 253/72,300
Market TSL: 22.0
Average Person Rating: 16.5

Diaries: 276/262:1
Sample Target: 250
% Below Line: 5.0
% Not Listed: 16.0

Retail $: 0.7 Bil
FM Share: 93.00%
Stations: 9/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WQCB-F	22/18.5		20.9		7.0	195	27.0	28.7	16.2			
2. WWFX-F	17/14.3		10.0		16.0	211	29.2	24.2	32.1			
3. WPBC-F	12/10.1		6.4		13.0	128	17.7	16.9	21.4			
4. WKSQ-F	11/ 9.2		10.0		11.0	187	25.9	25.9	27.7			
5. WYOU-F	10/ 8.4		5.5		9.0	103	14.2	15.0	11.9			
6. WKIT-F	9/ 7.6		1.8		8.0	99	13.7	13.5	16.5			
7. WABI	7/ 5.9		4.5		9.0	127	17.6	16.8	20.5			
WWMJ-F	7/ 5.9		9.1		9.0	109	15.1	21.7	24.7			
9. WTOS-F	5/ 4.2		7.3		5.0	108	14.9	12.5	14.3			

12+ AMD

1. WQCB-F>
2. WWFX-F
3. WKSQ-F
4. WABI
   WYOU-F

12+ MID

1. WQCB-F>
2. WKSQ-F<
3. WPBC-F<
4. WWFX-F

12+ PMD

1. WWFX-F<
2. WQCB-F
3. WPBC-F
   WYOU-F
5. WKSQ-F

12+ EVE

1. WWFX-F>
2. WABI
3. WQCB-F
4. WKSQ-F
   WPBC-F
   WTOS-F

ADULTS 18-34

1. WWFX-F
2. WKIT-F
3. WKSQ-F
4. WPBC-F
5. WQCB-F

ADULTS 25-54

1. WQCB-F
2. WKSQ-F
   WPBC-F
4. WWMJ-F

ADULTS 35-64

1. WQCB-F>>
2. WPBC-F
   WYOU-F
4. WABI
   WWMJ-F

MEN 25-54

1. WQCB-F
2. WWMJ-F
3. WKIT-F
   WPBC-F
5. WKSQ-F

WOMEN 25-54

1. WKSQ-F
2. WPBC-F
   WQCB-F
4. WYOU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WABI,	910,	5 KW (DA-N) ,	Oldies	ABC I,	$14.00	(Torbet)		G. Gonyar
WKIT-F,	100.3,	16 KW @ 860 ,	AC	,	$13.00	(K & P)	(BREWER)	J. Pineaux
WKSQ-F,	94.5,	12 KW @ 1030 ,	AC	,	$16.00	(Christal)	(ELLSWORTH)	N. Knox
WPBC-F,	92.9,	20 KW @ 780 ,	Soft AC	UNISUP,	$18.00	(Republic)		J. Goff
WQCB-F,	106.5,	98 KW @ 1080 ,	Country	SMN,	$26.00	(Mc-Guild)	(BREWER)	K. Dolley
WWFX-F,	104.7,	10 KW @ 1080 ,	CHR	,	$22.00	(Republic)	(BELFAST)	B. Darling
WWMJ-F,	95.7,	8 KW @ 1029 ,	AC	,	$15.00	(HNWH)	(ELLSWORTH)	H. Dudman
WYOU-F,	97.1,	5 KW @ 1228 ,	Country	ABC E UNISUP,	$17.00	(Torbet)		G. Gonyar

WTOS — see Augusta, ME

BATTLE CREEK, MI

MSA Rank/Pop: 264/137,700
ARB Rank/Pop: 219/113,900
Market TSL: 23.25
Average Person Rating: 17.5

Diaries: 340/335:1
Sample Target: 310
% Below Line: 63.3
% Not Listed: 19.1

Retail $: 0.9 Bil
FM Share: 87.99%
Stations: 14/3

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AQH	CUME
1. WBXX-F	30/15.1		2.3		5.2	301	26.4	11.4	17.7			
2. WNWN-F	28/14.1		12.6		13.5	280	24.6	22.6	23.7			
3. WBCK	25/12.6		16.1		13.5	271	23.8	29.5	28.1			
4. WKFR-F	22/11.1		17.8		21.9	315	27.7	33.0	36.9			
5. WRKR-F	18/ 9.0		8.0		----	140	12.3	12.3	----			
6. WOOD-F	11/ 5.5		4.6		5.2	151	13.3	10.1	13.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBCK >	1. WNWN-F<	1. WNWN-F	1. WBXX-F>
2. WBXX-F<	2. WBXX-F<	2. WBXX-F	2. WBCK
3. WNWN-F	3. WKFR-F<	3. WKFR-F	WKFR-F<
4. WKFR-F	4. WBCK <	4. WRKR-F	4. WNWN-F
	5. WRKR-F		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WBXX-F<	1. WNWN-F>	1. WNWN-F	1. WNWN-F	1. WNWN-F>
2. WKFR-F	2. WKFR-F	2. WBCK >>	2. WKFR-F>	2. WBCK
WRKR-F>	3. WBCK	3. WOOD-F	3. WRKR-F>	3. WBXX-F
4. WNWN-F	WRKR-F	4. WRKR-F		4. WKFR-F
	5. WBXX-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WELL-F	104.9	Marshall	2.0/4.6
WGRD-F	97.9	Grand Rapids	.5/3.1
WIBM-F	94.1	Jackson	1.5/10.4
WJR	760	Detroit	2.0/7.6
WJXQ-F	106.1	Jackson	2.0/7.6
WODJ-F	107.3	Greenville	1.5/4.7
WQLR-F	106.5	Kalamazoo/BtlCrk	1.5/7.7
WVIC-F	94.9	East Lansing	2.5/7.2

RADIO STATIONS

WBCK,	930,	5 KW/1 KW (DA-2) ,	MOR/Full Service	NBC TALKNT,	$18.00	(Republic)	Liggett	B. Hennes
WBXX-F,	95.3,	3 KW @ 285 ,	CHR	,	$19.00	(Republic)	Liggett	B. Hennes

Other ranked stations -- see Kalamazoo or Grand Rapids in Spring 90 edition

BECKLEY, WV

MSA Rank/Pop: NA
ARB Rank/Pop: 255/67,900
Market TSL: 20.25
Average Person Rating: 14.7

Diaries: 285/238:1
Sample Target: 250
% Below Line: 3.5
% Not Listed: 14.0

Retail $: 0.5 Bil
FM Share: 90.70%
Stations: 9/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WTNJ-F	33/33.0		25.0		18.0	249	36.7	32.1	28.9			
2. WCIR-F	25/25.0		20.5		30.0	307	45.2	43.2	44.6			
3. WJLS-F	12/12.0		6.3		6.0	141	20.8	13.8	18.6			
4. WJLS	6/ 6.0		18.8		20.0	118	17.4	36.2	32.7			
5. WHAJ-F	5/ 5.0		2.7		5.0	99	14.6	14.6	7.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WTNJ-F>>	1. WTNJ-F	1. WTNJ-F>>	1. WCIR-F
2. WCIR-F>	2. WCIR-F>>	2. WCIR-F>>	2. WTNJ-F>>
3. WJLS-F>	3. WJLS-F		
4. WJLS			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WCIR-F>>	1. WTNJ-F>	1. WTNJ-F>>	1. WTNJ-F>>	1. WTNJ-F>
2. WTNJ-F>>	2. WCIR-F>>	2. WJLS-F>>	2. WCIR-F>>	2. WCIR-F>>
3. WHAJ-F	3. WJLS-F	3. WCIR-F	3. WJLS WJLS-F	3. WJLS-F
	4. WJLS			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOAY	860	Oak Hill	1.0/5.7
WWNR	620	Beckley	1.0/12.7
WKLC-F	105.1	St. Albans	1.0/5.3
WLZT-F	107.3	Miami/Charleston	2.0/3.2

RADIO STATIONS

WJLS,	560,	5 KW/500 W (DA-N) ,	Religion	MBS, $ 7.00	(Savalli)		B. O'Brien
WCIR-F,	103.7,	5 KW @ 1485 ,	AC/Contemp	NBC UNIULT, $20.00	(K & P)		S. Southern
WHAJ-F,	104.5,	100 KW @ 1197 ,	CHR	UNIPWR, $10.00	(—)	Adventure (BLUEFIELD)	M. Shott
WJLS-F,	99.5,	34 KW @ 1050 ,	Country	MBS, $14.00	(Savalli)		B. O'Brien
WTNJ-F,	105.9,	50 KW @ 500 ,	Country	ABC E UNISUP, $23.00	(Roslin)	(MT HOPE)	T. Gonzalez

BILOXI-GULFPORT, MS

MSA Rank/Pop: 202/209,600
ARB Rank/Pop: 173/166,900
Market TSL: 21.5
Average Person Rating: 16.1

Diaries: 471/354:1
Sample Target: 380
% Below Line: 22.4
% Not Listed: 17.1

Retail $: 1.2 Bil
FM Share: 86.55%
Stations: 18/10

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WKNN-F	36/13.4		16.0		10.4	442	26.5	25.8	19.2			
2. WZKX-F	29/10.8		13.5		18.5	434	26.0	27.4	33.1			
3. WGCM-F	27/10.0		8.2		6.5	266	15.9	14.1	11.8			
WQFX-F	27/10.0		4.6		12.3	268	16.1	15.0	14.3			
5. WQID-F	22/ 8.2		10.3		8.1	379	22.7	27.7	21.0			
6. WVMI	15/ 5.6		5.0		7.3	122	7.3	7.9	12.9			
7. WBLX-F	12/ 4.5		1.4		1.9	113	6.8	4.5	6.9			
8. WRNO-F	11/ 4.1		.7		2.7	141	8.4	4.0	6.9			
9. WXLS-F	10/ 3.7		7.8		6.9	203	12.2	15.3	16.2			

12+ AMD

1. WKNN-F
2. WZKX-F
3. WGCM-F
4. WQFX-F
5. WQID-F
   WVMI

12+ MID

1. WKNN-F
2. WZKX-F<
3. WGCM-F>
4. WVMI
5. WXLS-F

12+ PMD

1. WKNN-F
2. WGCM-F<
3. WZKX-F<
4. WQFX-F
5. WQID-F

12+ EVE

1. WQFX-F<
2. WKNN-F<
3. WQID-F>
4. WZKX-F
5. WGCM-F

ADULTS 18-34

1. WQFX-F
   WZKX-F
3. WQID-F<
4. WKNN-F

ADULTS 25-54

1. WGCM-F
2. WKNN-F
3. WQFX-F<
4. WZKX-F

ADULTS 35-64

1. WKNN-F<
2. WGCM-F>>
3. WVMI
4. WZKX-F

MEN 25-54

1. WGCM-F
2. WQFX-F>
3. WKNN-F
4. WZKX-F

WOMEN 25-54

1. WKNN-F
2. WGCM-F
3. WZKX-F
4. WQFX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM	1240	Gulfport/Biloxi	1.5/4.3
WQFX	1130	Gulfport/Biloxi	.7/1.7
WROA	1390	Gulfport	.4/4.3
KQLD-F	106.7	Pt Sulphur	1.9/5.0
WKKY-F	104.9	Moss Pt/Pascagoula	.4/2.5
WLTS-F	105.3	Slidell	.7/3.4
WNOE-F	101.1	New Orleans	2.6/4.7
WOSM-F	103.1	Ocean Springs	1.5/4.0
WWL	870	New Orleans	3.0/8.7

RADIO STATIONS

WVMI,	570,	5 KW/1 KW (DA-2) ,	Country	ABC E, $17.00	(Mc-Guild)	Family		T. Holter
WGCM-F,	102.3,	6 KW @ 300 ,	Oldies	, $15.00	(Banner)			L. Moxlan
WKNN-F,	99.1,	99 KW @ 984 ,	Country	ABC I, $24.00	(Mc-Guild)	So. Starr	(PASCAGOULA)	B. Lima
WQFX-F,	96.7,	2 KW @ 384 ,	Black	SBN MBS, $17.00	(Roslin)			D. Steere
WQID-F,	93.7,	100 KW @ 984 ,	CHR	ABC FM, $19.00	(Mc-Guild)	Family		T. Holter
WXLS-F,	107.1,	2 KW @ 393 ,	AC	, $13.00	(Torbet)			G. Michiels
WZKX-F,	107.9,	100 KW @ 400 ,	CHR	, $20.00	(Republic)			M. Dowdy

WBLX — See Mobile
WRNO — See New Orleans

BISMARCK, ND

MSA Rank/Pop: 334/87,300
ARB Rank/Pop: 252/72,700
Market TSL: 22.25
Average Person Rating: 16.9

Diaries: 301/241:1
Sample Target: 250
% Below Line: 0.0
% Not Listed: 12.2

Retail $: 0.6 Bil
FM Share: 61.11%
Stations: 7/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KYYY-F	33/26.8		30.9		22.4	288	39.6	46.4	39.3			
2. KFYR	22/17.9		13.8		19.0	316	43.5	40.2	43.7			
3. KBYZ-F	17/13.8		10.6		18.1	202	27.8	28.6	28.0			
4. KQDY-F	12/ 9.8		14.6		10.3	159	21.9	29.1	19.9			
5. KBMR	10/ 8.1		10.6		10.3	143	19.7	17.5	15.1			
KLXX	10/ 8.1		5.7		4.3	135	18.6	12.9	14.9			
7. KNDR-F	4/ 3.3		1.6		7.8	93	12.8	5.3	11.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFYR	1. KYYY-F>	1. KYYY-F>>	1. KYYY-F>>
2. KYYY-F>	2. KFYR	2. KBYZ-F	
3. KBYZ-F	3. KBYZ-F	3. KQDY-F	
4. KBMR <	4. KLXX <	4. KFYR	
5. KQDY-F	5. KQDY-F	KLXX	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KYYY-F>>	1. KYYY-F>	1. KBMR	1. KBYZ-F	1. KYYY-F>>
2. KBYZ-F>	2. KBYZ-F	KFYR <	KYYY-F	2. KFYR
3. KFYR	KFYR	3. KYYY-F>	3. KFYR >	KQDY-F
KQDY-F	4. KQDY-F	4. KBYZ-F	4. KQDY-F	4. KBYZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBMR,	1130,	50 KW (DAYS) ,	Country	NBC UNISUP, $15.00	(Mc-Guild)		A. Anderson
KFYR,	550,	5 KW (DA-N) ,	AC/Full Service	ABC I, $28.00	(Banner)	Meyer	D. Brannan
KLXX,	1270,	1 KW/250 W ,	Oldies	, $12.00	(Torbet)	LaKoduk	M. Seminary
KBYZ-F,	96.5,	100 KW @ 1000 ,	AC	UNIPWR, $17.00	(Torbet)	LaKoduk	M. Seminary
KNDR-F,	104.7,	100 KW @ 853 ,	Religion	, $ 7.00	(---)		B. Bales
KQDY-F,	94.5,	100 KW @ 1120 ,	Country	CNN UNISUP, $19.00	(Mc-Guild)		A. Anderson
KYYY-F,	92.9,	100 KW @ 1180 ,	CHR	ABC C, $27.00	(Banner)	Meyer	B. Denver

BOZEMAN, MT

MSA Rank/Pop: NA
ARB Rank/Pop: 262/41,800
Market TSL: 21.5
Average Person Rating: 16.3

Diaries: 321/130:1
Sample Target: 250
% Below Line: 0.0
% Not Listed: 25.0

Retail $: 0.4 Bil
FM Share: 64.71%
Stations: 5/5

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING			B I R C H		
							S90	S89	S88	SHR	AOH	CUME
1. KBOZ-F	21/30.9		26.1		31.9	231	55.3	50.7	53.6			
2. KBOZ	17/25.0		18.8		22.2	151	36.1	38.9	35.1			
3. KUUB-F	10/14.7		14.5		15.3	143	34.2	33.4	38.6			
4. KGVW-F	2/ 2.9		----		5.6	26	6.7	7.3	7.2			
5. KGVW	1/ 1.5		7.2		----	28	6.2	13.5	----			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KBOZ-F	1. KBOZ <	1. KBOZ-F	1. KBOZ-F>>
2. KBOZ >>	2. KBOZ-F>>	2. KBOZ >>	2. KUUB-F>
3. KUUB-F	3. KUUB-F	3. KUUB-F	3. KBOZ

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KBOZ-F>	1. KBOZ <	1. KBOZ >>	1. KBOZ	1. KBOZ
2. KUUB-F>>	2. KBOZ-F>>	2. KBOZ-F>>	2. KBOZ-F>>	KBOZ-F>>
3. KBOZ>		3. KGVW-F	3. KUUB-F>	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBOZ,	1090,	5 KW (DA-N)	,	Country	ABC I UNISUP,	$18.00	(Moore)	Citadel Enterprise	(BELGRADE)	J. Brandt
KGVW,	640,	10 KW/1 KW (DA-1)	,	Religion	,	$ 7.00	(---)			M. Brashear
KBMN,	1230,	1 KW (DA-2)	,	EZ	,	$10.00	(Eastman)			L. Kehl
KBOZ-F,	93.7,	100 KW @ 248	,	Contemp	,	$23.00	(Moore)	Citadel Enterprise	(BELGRADE)	J. Brandt
KGVW-F,	96.7,	3 KW @ 200	,	EZ	,	$ 9.00	(---)			M. Brashear
KUUB-F,	95.1,	100 KW @ 780	,	CHR	ABC C,	$16.00	(---)			L. Heinrich

BRYAN-COLLEGE STATION, TX

MSA Rank/Pop: 302/118,200
ARB Rank/Pop: 224/108,200
Market TSL: 19.5
Average Person Rating: 14.1

Diaries: 355/305:1
Sample Target: 300
% Below Line: 23.0
% Not Listed: 26.1

Retail $: 0.9 Bil
FM Share: 88.50%
Stations: 15/7

							METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	S90	S89	S88	SHR	AOH	CUME
1. KORA-F	28/18.3		18.7		23.7	397	36.7	36.7	27.9			
2. KKYS-F	26/17.0		17.5		13.7	413	38.2	42.2	35.9			
3. KAGG-F	12/ 7.8		----		----	199	18.4	----	----			
4. KTSR-F	10/ 6.5		9.6		9.9	267	24.7	27.5	28.8			
5. KHRN-F	7/ 4.6		1.8		4.6	112	10.4	11.0	8.2			
KLOL-F	7/ 4.6		9.0		3.8	95	8.8	16.5	13.0			
7. KTAM	4/ 2.6		10.8		6.9	162	15.0	26.1	17.0			
WTAW	4/ 2.6		3.6		3.8	77	7.1	8.1	8.2			
KMJQ-F	4/ 2.6		----		5.3	84	7.8	----	7.2			
10 KAGC	3/ 2.0		3.6		1.5	53	4.9	6.8	4.5			

12+ AMD

1. KORA-F<
2. KKYS-F>>
3. KAGG-F
   KTSR-F

12+ MID

1. KORA-F<
2. KKYS-F>
3. KAGG-F>
4. KTSR-F

12+ PMD

1. KKYS-F<
2. KORA-F>
3. KAGG-F>
4. KTSR-F
   KLOL-F

12+ EVE

1. KORA-F
2. KKYS-F>>

ADULTS 18-34

1. KORA-F<
2. KKYS-F>
3. KAGG-F
4. KTSR-F

ADULTS 25-54

1. KORA-F>
2. KKYS-F
3. KTSR-F
4. KAGG-F

ADULTS 35-64

1. KORA-F>>
2. KAGG-F
   KKYS-F

MEN 25-54

1. KORA-F>
2. KAGG-F
   KKYS-F
   KTSR-F

WOMEN 25-54

1. KORA-F>>
2. KKYS-F
3. KAGC
   KTSR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KIKK-F	95.7	Houston	.7/4.8
KNRJ-F	96.5	Houston	1.3/4.4
KODA-F	99.1	Houston	1.3/3.0
KRBE-F	104.1	Houston	.7/5.7
KTRH	740	Houston	1.3/4.0

RADIO STATIONS

KAGC,	1510,	500 W (DAYS) ,	Religion	,	$ 8.00	(Republic)		B. Bell
KTAM,	1240,	1 KW ,	Oldies	ABC C,	$11.00	(—)	Clear Channel	S. Jones
WTAW,	1150,	1 KW/500 W (DA-N),	Country	CBS,	$10.00	(Katz)	Hicks	N. Martinez
KAGG-F,	96.1,	40 KW @ 560 ,	Oldies (?)	,	$ NA	(Eastman)	(MADISONVILLE)	
KKYS-F,	104.7,	50 KW @ 285 ,	CHR	,	$22.00	(Republic)	Sun Group	J. Reeder
KORA-F,	98.3,	.9 KW @ 528 ,	Country	ABC I,	$24.00	(—)	Clear Channel	S. Jones
KTSR-F,	92.1,	3 KW @ 276 ,	AC	,	$14.00	(Katz)	Hicks	N. Martinez
KHRN-F,	94.3,	3 KW @ 300 ,	Black	,	$ 9.00	(—)	(HEARN)	P. Walker

Other ranked stations — see Houston in Spring 90 edition

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BURLINGTON, VT

MSA Rank/Pop:	275/130,800	Diaries:	295/386:1	Retail $:	1.2 Bil
ARB Rank/Pop:	218/114,000	Sample Target:	300	FM Share:	82.76%
Market TSL:	22.0	% Below Line:	10.3	Stations:	12/10
Average Person Rating:	17.0	% Not Listed:	25.3		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WIZN-F	31/16.0	12.4	21.5	15.2	16.9	359	31.5	32.1	28.1	21.8	39	495
2. WXXX-F	29/14.9	18.3	16.1	14.6	19.8	432	37.9	38.6	35.3	21.2	38	458
3. WEZF-F	27/13.9	14.0	17.2	15.2	14.1	398	34.9	32.5	30.5	14.5	26	337
4. WDOT	9/ 4.6	6.5	4.3	3.5	5.1	80	7.0	10.9	11.1	7.8	14	125
WOKO-F	9/ 4.6	10.2	7.5	8.8	9.6	159	13.9	29.2	27.7	6.7	12	227
6. WVMT	8/ 4.1	4.3	1.6	5.8	7.3	157	13.8	12.2	15.1	3.9	7	188
WGFB-F	8/ 4.1	----	3.2	2.9	2.8	181	15.9	12.6	12.1	1.7	3	88
8 WSBH-F	7/ 3.6					84	7.4					
9. WLFE-F	6/ 3.1	4.3	3.2	5.3	3.4	76	6.7	8.1	7.3	.5	1	48
10. WKDR	5/ 2.6	4.3	---	1.2	---	36	3.2	----	----	.6	1	56

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXXX-F	1. WIZN-F	1. WIZN-F	1. WXXX-F
2. WIZN-F<	2. WXXX-F<	2. WXXX-F>	2. WEZF-F
3. WEZF-F>	3. WEZF-F>>	3. WEZF-F	3. WIZN-F>
		4. WDOT	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WIZN-F	1. WEZF-F	1. WEZF-F>>	1. WIZN-F>	1. WEZF-F>
2. WXXX-F>>	WIZN-F	2. WVMT	2. WXXX-F	2. WXXX-F
3. WEZF-F	3. WXXX-F>	3. WDOT	WVMT	3. WIZN-F>
4. WGFB-F	4. WOKO-F	WOKO-F	WEZF-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGLY-F	103.1	Waterbury	1.5/5.1
WJOY	1230	Burlington	1.5/10.0

RADIO STATIONS

WDOT,	1390,	5 KW (DA-1)	,	Oldies	, $11.00	(Republic)		D. Tweedy
WJOY,	1230,	1 KW	,	News/Talk	UNISUP CNN, $13.00	(Christal)	Hall	D. Dubonnet
WKDR,	1070,	5 KW (DAYS)	,	MOR/Full Service	ABC T ABC I, $12.00	(NE Spot)	(PLATTSBURGH)	R. Black
WVMT,	620,	5 KW (DA-2)	,	Oldies	ABC D, $13.00	(Mc-Guild)	Goldman	P. Goldman
WEZF-F,	92.9,	46 KW @ 2703	,	Soft AC	UNISUP, $25.00	(Banner)	Knight	T. Pierce
WIZN-F,	106.7,	50 KW @ 496	,	AOR	, $24.00	(Katz)	(VERGENES)	S. McGrory
WLFE-F,	102.3,	.4 KW @ 800	,	Country	MBS, $15.00	(Republic)	(ST. ALBANS)	P. Knight
WOKO-F,	98.9,	100 KW @ 310	,	Country	UNISUP, $13.00	(Christal)	Hall	D. Dubonnet
WXXX-F,	95.3,	3 KW @ 300	,	CHR	, $22.00	(Republic)	Atlantic Ventures	D. Tweedy
WGFB-F,	99.9,	100 KW @ 1800	,	AC	UNISUP UNIULT, $15.00	(K & P)	(PLATTSBURGH)	J. Bissell

CAPE COD, MA

MSA Rank/Pop: NA
ARB Rank/Pop: 175/162,800
Market TSL: 25.5
Average Person Rating: 19.2

Diaries: 408/399:1
Sample Target: 360
% Below Line: 22.5
% Not Listed: 16.3

Retail $: 2.0 Bil
FM Share: 89.69%
Stations: 22/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WQRC-F	69/22.0	21.7	20.7	17.2	20.5	543	33.4	34.4	31.9	11.1	33	447
2. WPXC-F	30/ 9.6	12.7	8.9	9.1	12.1	258	15.8	21.6	20.9	13.9	41	414
3. WKPE-F	27/ 8.6	7.3	8.9	10.2	7.2	338	20.8	22.9	20.1	10.5	31	429
4. WRKO	18/ 5.8	3.3	3.0	2.8	3.8	194	11.9	9.3	8.5	6.8	20	220
5. WCOD-F	15/ 4.8	4.7	4.9	6.0	4.5	242	14.9	17.6	14.4	4.4	13	305
6. WFCC-F	13/ 4.2	5.7	5.6	3.9	4.9	175	10.7	13.7	8.9	5.1	15	185
7. WPLM-F	12/ 3.8	6.0	4.3	4.9	4.2	220	13.5	11.1	14.4	2.4	7	159
8. WCTK-F	11/ 3.5	2.3	1.3	----	.4	123	7.6	4.6	5.2	3.4	10	167
9. WCIB-F	9/ 2.9	5.0	8.2	6.0	6.4	176	10.8	17.7	15.7	4.1	12	245
10. WFXR-F	8/ 2.6	1.7	---	---	---	79	4.9	----	----	2.0	6	124
WMVY-F	8/ 2.6	2.7	2.3	2.5	3.8	74	4.5	3.9	6.4	3.4	10	171
WNTX-F	8/ 2.6	2.7	3.9	2.8	2.7	103	6.3	10.0	6.4	.7	2	118
WOCB-F	8/ 2.6	2.3	3.0	4.6	3.4	150	9.2	9.3	10.8	2.7	8	170
14. WFAL-F	7/ 2.2	.3	2.0	3.9	.8	148	9.1	9.3	4.6	3.7	11	206

12+ AMD

1. WQRC-F>>
2. WPXC-F
3. WRKO
4. WKPE-F

12+ MID

1. WQRC-F>
2. WPXC-F>
3. WKPE-F<
4. WRKO
5. WFCC-F

12+ PMD

1. WQRC-F>
2. WPXC-F
3. WKPE-F>
4. WFCC-F<
5. WRKO

12+ EVE

1. WKPE-F
2. WQRC-F>
3. WRKO
4. WPXC-F
5. WFCC-F
   WOCB-F

ADULTS 18-34

1. WPXC-F>>
2. WKPE-F
3. WCOD-F>
4. WMVY-F
5. WCTK-F

ADULTS 25-54

1. WPXC-F>
2. WQRC-F<
3. WCOD-F
   WKPE-F
5. WFXR-F

ADULTS 35-64

1. WQRC-F>>
2. WRKO
3. WPXC-F
4. WCIB-F
   WFXR-F
   WKPE-F

MEN 25-54

1. WPXC-F>>
2. WQRC-F
3. WNTX-F
   WCTK-F

WOMEN 25-54

1. WCOD-F
   WKPE-F
3. WQRC-F
4. WPXC-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOCB	1240	West Yarmouth	.3/2.7
WBCN-F	104.1	Boston	1.6/7.1
WEEI	590	Boston	1.6/8.4
WHDH	850	Boston	.6/4.1
WHJY-F	94.1	Providence	.6/4.3
WODS-F	103.3	Boston	.6/3.3
WROL	950	Boston	.3/2.3
WZOU-F	94.5	Boston	.3/5.7

RADIO STATIONS

WCIB-F,	101.9,	50 KW @ 280,	Soft AC	ABC D,	$25.00	(Katz)	Justice	(FALMOUTH)	B. Frisch
WCOD-F,	106.1,	50 KW @ 450,	AC	APR,	$35.00	(Banner)	Taylor	(HYANNIS)	B. McCarthy
WFAL-F,	101.1,	3.7 KW @ 251,	CHR	APR,	$18.00	(Torbet)		(FALMOUTH)	L. Baines
WFCC-F,	107.5,	50 KW @ 341,	Classical	APR,	$26.00	(CMBS)		(CHATHAM)	J. Ryan
WFXR-F,	93.5,	3 KW @ 340,	Soft AC	UNISUP,	$17.00	(Republic)		(HARWICH PORT)	R. Nelson
WKPE-F,	104.7,	50 KW @ 500,	CHR	,	$38.00	(Mc-Guild)	Roth	(ORLEANS)	W. Files
WMVY-F,	92.7,	3 KW @ 300,	AOR	APR,	$21.00	(---)		(TISBURY)	L. Forrester
WNTX-F,	96.3,	50 KW @ 400,	Oldies	UNISUP UNIULT,	$16.00	(Torbet)		(NANTUCKET)	L. DeHaan
WOCB-F,	94.9,	50 KW @ 300,	EZ	NBC TALKNT,	$24.00	(---)		(W YARMOUTH)	K. Patch
WPXC-F,	102.9,	6 KW @ 328,	AOR	,	$35.00	(Eastman)		(HYANNIS)	A. Makkay
WQRC-F,	99.9,	50 KW @ 445,	EZ	UPI,	$45.00	(Christal)		(BARNSTABLE)	S. Colella

WCTK -- see New Bedford
Other ranked stations -- see Boston in Spring 90 edition

CAPE MAY, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 241/86,900
Market TSL: 29.0
Average Person Rating: 21.7

Diaries: 301/289:1
Sample Target: 260
% Below Line: 37.2
% Not Listed: 17.5

Retail $: 0.9 Bil
FM Share: 79.49%
Stations: 19/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WBNJ-F	25/13.2		6.1		10.9	149	17.1	13.3	19.2			
2. WZXL-F	21/11.1		12.8		15.6	203	23.4	26.9	25.0			
3. WCMC	15/ 7.9		7.8		4.1	146	16.8	14.7	11.1			
4. WSLT-F	13/ 6.9		2.2		4.8	132	15.2	9.4	11.3			
5. WLQE-F	10/ 5.3		----		----	65	7.5	----	----			
WAYV-F	10/ 5.3		1.1		5.4	92	10.6	5.4	9.6			
WFPG-F	10/ 5.3		5.6		8.2	116	13.3	12.9	13.0			
WMGM-F	10/ 5.3		4.4		2.7	148	17.0	17.6	13.1			
9. WWOC-F	7/ 3.7		3.9		10.2	82	9.4	13.5	21.0			
WMID	7/ 3.7		4.4		2.0	94	10.8	8.0	8.1			

12+ AMD

1. WBNJ-F<
2. WZXL-F
3. WCMC
4. WSLT-F

12+ MID

1. WBNJ-F
2. WZXL-F
3. WCMC
4. WFPG-F

12+ PMD

1. WBNJ-F
2. WSLT-F<
3. WZXL-F
4. WCMC
   WFPG-F

12+ EVE

1. WLST-F
   WMGM-F
3. WBSS-F
4. WZXL-F
   WMID

ADULTS 18-34

1. WZXL-F>
2. WAYV-F<
3. WBNJ-F>
4. WMGM-F

ADULTS 25-54

1. WBNJ-F>
2. WZXL-F
3. WAYV-F
4. WLQE-F
5. WFPG-F

ADULTS 35-64

1. WBNJ-F>>
2. WLQE-F
   WSLT-F
   WFPG-F
5. WZXL-F

MEN 25-54

1. WZXL-F>>
2. WBNJ-F
   WFPG-F
4. WLQE-F
   WSLT-F

WOMEN 25-54

1. WBNJ-F>
2. WAYV-F>
3. WLQE-F
4. WZXL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WKTU-F	98.3	Ocean City	2.6/11.4
WSJL-F	102.3	Cape May	1.1/ 3.1
KYW	1060	Philadelphia	1.1/ 6.1
WBSS-F	97.3	Millville/Vinelnd	3.2/11.5
WCALL	1210	Philadelphia	1.6/ 5.2
WIP	610	Philadelphia	1.6/ 4.7
WMMR-F	93.3	Philadelphia	1.6/ 8.6
WOND	1400	Plsntvl/Atl City	1.1/ 6.4
WXTU-F	92.5	Philadelphia	1.1/ 4.6

RADIO STATIONS

WCMC,	1230,	1 KW ,	Nostalgia	SMN,	$11.00	(Durpetti)	Ragan Henry	(WILDWOOD)	R. Martin
WBNJ-F,	105.5,	3 KW @ 296 ,	Soft AC	UNISUP,	$19.00	(K & P)		(COURT MAY)	M. Strauss
WKTU-F,	98.3,	3 KW @ 328 ,	AC	,	$13.00	(---)		(OCEAN CITY)	D. Minock
WLQE-F,	98.7,	3 KW @ 292 ,	??	,	$12.00	(---)	Great Scott	(VILLAS)	
WWOC-F,	94.3,	3 KW @ 300 ,	EZ	APR,	$14.00	(Roslin)		(AVALON)	P. Sellikan
WZXL-F,	100.7,	38 KW @ 330 ,	AOR	,	$24.00	(Durpetti)	Ragan Henry	(WILDWOOD)	R. Martin

Other ranked stations -- see Atlantic City in Spring 90 edition

CHAMPAIGN, IL

MSA Rank/Pop: 227/173,900
ARB Rank/Pop: 190/147,600
Market TSL: 20.5
Average Person Ratings: 15.3

Diaries: 632/234:1
Sample Target: 350
% Below Line: 16.9
% Not Listed: 23.9

Retail $: 1.23 Bil
FM Share: 79.65%
Stations: 15/7

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WLRW-F	48/21.2	---	---	613	41.5	---	---	22.9	93	1042
2. WKIO-F	35/15.5	---	---	418	28.3	---	---	8.6	35	457
3. WDWS	23/10.2	---	---	316	21.4	---	---	5.9	24	539
4. WPGU-F	15/ 6.6	---	---	283	19.2	---	---	5.4	22	377
5. WIAI-F	11/ 4.9	---	---	142	9.6	---	---	7.4	30	468
6. WZNF-F	10/ 4.4	---	---	224	15.2	---	---	5.7	23	392
WHMS-F	10/ 4.4	---	---	171	11.6	---	---	6.4	26	301

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WLRW-F>	1. WLRW-F	1. WLRW-F>	1. WLRW-F>>
2. WKIO-F	2. WKIO-F>	2. WKIO-F>>	2. WZNF-F
3. WDWS >>	3. WDWS >>	3. WDWS	3. WKIO-F
4.	4. WPGU-F	4. WZNF-F	4. WPGU-F
5.	5. WHMS-F	5. WPGU-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WLRW-F>>	1. WKIO-F>	1. WKIO-F>>	1. WKIO-F>	1. WKIO-F
2. WKIO-F	2. WLRW-F>>	2. WDWS >>	2. WLRW-F	2. WLRW-F>>
3. WPGU-F>	3. WDWS	3. WLRW-F WHMS-F WIAI-F	3. WDWS >	3. WHMS-F
4. WZNF-F	4. WIAI-F		4. WZNF-F WIAI-F	4. WIAI-F
5.	5.			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBCP	1580	Urbana	.9/ 2.2
WDNL-F	102.1	Danville/Chmpgn	1.3/ 6.0
WGN	720	Chicago	1.8/ 6.3
WLS	890	Chicago	1.3/ 5.8
WLUP	1000	Chicago	1.3/ 3.3
WPXN-F	104.9	Paxton	.4/ 3.2
WSOY-F	102.9	Decatur	.4/ 3.0
WZRO-F	98.3	Farmer City/Chmpgn	1.3/ 3.5

RADIO STATIONS

WDWS ,	1400,	1 KW ,	MOR/Full Service	CBS, $29.00	(Christal)		J. Turpin
WHMS-F,	97.5,	50 KW @ 424 ,	EZ/Btfl	CBS, $18.00	(Christal)		J. Turpin
WKIO-F,	103.9,	2 KW @ 378 ,	AC/Oldies	UNIPWR, $36.00	(Republic)		J. Balding
WLRW-F,	94.5,	50 KW @ 400 ,	CHR	ABC FM, $45.00	(Katz)	Saga	P. Hoover
WPGU-F,	107.1,	3 KW @ 235 ,	AOR	SOURCE, $22.00	(Roslin)		T. Nolan
WZNF-F,	95.3,	2 KW @ 413 ,	Classic AOR	IND, $18.00	(Banner)		M. Rollings

WIAI-F — See Danville, IL

CHARLOTTESVILLE, VA

MSA Rank/Pop: 283/126,300
ARB Rank/Pop: 223/109,400
Market TSL: 21.5
Average Person Rating: 15.9

Diaries: 296/370:1
Sample Target: 300
% Below Line: 11.3
% Not Listed: 28.7

Retail $: 1.1 Bil
FM Share: 62.90%
Stations: 12/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WINA	31/17.8		12.0		17.8	295	27.0	25.5	27.3			
2. WWWV-F	29/16.7		16.7		16.3	362	33.1	32.8	28.7			
3. WQMZ-F	14/ 8.0		8.0		6.7	196	17.9	15.7	13.8			
WUVA-F	14/ 8.0		16.0		12.6	254	23.2	33.3	25.2			
5. WKAV	11/ 6.3		6.0		7.4	115	10.5	11.2	12.1			
6. WVGO-F	7/ 4.0		----		----	85	7.8	----	----			
7. WPLC-F	6/ 3.4		----		----	98	9.0	----	----			
8. WCHV	4/ 2.3		4.0		6.7	111	10.1	14.6	11.3			
WCKY-F	4/ 2.3		4.7		4.4	72	6.6	11.8	13.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WINA >>	1. WINA	1. WWWV-F>	1. WWWV-F<
2. WWWV-F>	WWWV-F	2. WINA	2. WUVA-F>>
3. WQMZ-F	3. WQMZ-F	3. WQMZ-F	3. WINA
4. WUVA-F	4. WKAV	WUVA-F	4. WCHV

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WWWV-F>>	1. WWWV-F	1. WINA >>	1. WKAV	1. WINA
2. WUVA-F	2. WINA <	2. WKAV <	WWWV-F	2. WWWV-F
3. WPLC-F	3. WQMZ-F<	3. WQMZ-F	3. WVGO-F	3. WQMZ-F>
4. WQMZ-F	4. WKAV		4. WQMZ-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLSA-F	105.5	Louisa	.6/5.5
WXZY-F	92.1	Ruckrsvl/Chrltsvl	1.1/3.8
WMJR-F	107.7	Warrenton	.6/3.7

RADIO STATIONS

WCHV,	1260,	5 KW/2.5 KW (DA-2),	MOR	ABC D, $14.00	(Republic)	Eure		B. Eure
WINA,	1070,	5 KW (DA-N) ,	AC (?)	CBS, $21.00	(Savalli)			C. Rosse
WKAV,	1400,	1 KW ,	Country	MBS, $10.00	(—)			M. Wilson
WCYK-F,	102.3,	2 KW @ 360 ,	Country	NBC UNISUP, $13.00	(Savalli)		(CROZET)	F. Aye
WQMZ-F,	95.3,	3 KW @ 145 ,	EZ	CBS, $15.00	(Market 4)			C. Ros
WUVA-F,	92.7,	3 KW @ 900 ,	CHR	SOURCE, $14.00	(—)			E. Cheri
WWWV-F,	97.5,	50 KW @ 450 ,	AOR	, $26.00	(Republic)	Eure		B. Eure

WVGO — See Richmond in Spring 90 edition

CHEYENNE, WY

MSA Rank/Pop: 345/75,600
ARB Rank/Pop: 258/61,400
Market TSL: 24.5
Average Person Rating: 18.2

Diaries: 281/218:1
Sample Target: 250
% Below Line: 11.0
% Not Listed: 26.8

Retail $: 0.6 Bil
FM Share: 54.88%
Stations: 13/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KFBQ-F	13/11.6		22.8		22.0	182	29.6	42.7	33.9			
2. KUUY	12/10.7		13.9		16.5	121	19.7	19.8	24.5			
3. KFBC	11/ 9.8		4.0		7.7	115	18.7	10.8	21.1			
4. KKAZ-F	9/ 8.0		7.9		4.4	165	26.9	18.5	22.0			
5. KLEN-F	8/ 7.1		11.9		17.6	86	14.0	19.3	25.5			
6. KCGY-F	7/ 6.3		3.0		3.3	106	17.3	14.5	11.3			
7. KRAE	6/ 5.4		6.9		5.5	83	13.5	13.5	13.5			
8. KRQU-F	5/ 4.5		4.0		1.1	82	13.4	9.2	9.2			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFBC <	1. KFBC	1. KFBQ-F	1. KFBQ-F>>
2. KUUY	2. KUUY	2. KUUY	2. KCGY-F
3. KFBQ-F	3. KKAZ-F<	3. KKAZ-F	KKAZ-F
4. KKAZ-F<	4. KFBQ-F	KLEN-F	KLEN-F
5. KRAE		5. KCGY-F	KRQU-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KFBQ-F>	1. KUUY	1. KFBC	1. KUUY	1. KUUY
2. KKAZ-F	2. KFBQ-F	2. KUUY	2. KRAE	KFBQ-F
KRQU-F	3. KKAZ-F	3. KLEN-F	3. KFBQ-F	3. KCGY-F
4. KUUY	4. KRAE	KRAE	KKAZ-F	KFBC
			KYGO-F	KKAZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSHY	1370	Cheyenne	1.8/ 3.6
KLZ	560	Denver	2.7/ 6.0
KSQI-F	96.1	Greeley/Ft. Collins	.9/ 4.4
KXKL-F	105.1	Denver/Boulder	1.8/10.9
KYGO	950	Denver	2.7/ 3.6

RADIO STATIONS

KFBC,	1240,	1 KW	,	MOR	,	$15.00	(Eastman)			J. Shideler
KRAE,	1480,	1 KW/65 W	,	Nost/Oldies	CBS SMN,	$10.00	(Tacher)			T. Bauman
KUUY,	650,	8 KW/1 KW (DA-N)	,	Country	UNIULT NBC,	$18.00	(Torbet)			R. Lijedahl
KCGY-F,	95.1,	100 KW @ 1070	,	Country	UNISUP UNIULT,	$14.00	(Keystone)	Gowdy	(LARAMIE)	A. Hoefer
KFBQ-F,	97.9,	100 KW @ 580	,	CHR	ABC C,	$18.00	(Eastman)			J. Shideler
KKAZ-F,	100.7,	100 KW @ 490	,	AOR	RADRAD UNISUP,	$16.00	(Torbet)			R. Lijedahl
KLEN-F,	106.3,	3 KW @ - 4	,	EZ	,	$12.00	(Republic)			P. Noble
KRQU-F,	102.9,	100 KW @ 1221	,	AOR	SOURCE UNISUP,	$11.00	(---)		(LARAMIE)	K. Krywanek

CHICO, CA

MSA Rank/Pop: 223/175,600
ARB Rank/Pop: 185/153,600
Market TSL: 19.25
Average Person Rating: 13.9

Diaries: 373/412:1
Sample Target: 360
% Below Line: 19.2
% Not Listed: 27.1

Retail $: 1.1 Bil
FM Share: 73.08%
Stations: 18/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KFMF-F	19/8.9	16.5	13.3	11.2	16.4	261	17.0	21.7	24.3	19.1	47	474
2. KPAY-F	16/7.5	9.3	6.0	4.9	4.3	256	16.7	20.0	14.3	3.7	9	226
KTMX-F	16/7.5	5.1	4.0	1.8	.9	135	8.8	11.8	7.2	4.1	10	220
4. KCEZ-F	14/6.5	4.6	5.6	6.3	3.9	304	19.8	15.8	8.0	7.3	18	237
5. KRFD-F	13/6.1	3.4	8.4	4.5	10.8	299	19.5	22.4	23.0	6.5	16	389
6. KEWE-F	12/5.6	6.3	4.4	4.9	4.3	144	9.4	7.6	6.2	2.8	7	117
7. KHSL	11/5.1	2.5	3.6	8.5	4.7	190	12.4	12.5	10.9	2.0	5	178
KFBK	11/5.1	5.9	5.2	7.1	5.6	185	12.0	11.8	9.6	5.3	13	279
9. KPAY	9/4.2	2.5	4.0	2.7	2.2	196	12.8	12.2	9.2	.4	1	88
10. KALF-F	8/3.7	5.9	4.8	6.3	7.8	151	9.8	11.1	16.3	8.1	20	308

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KFMF-F	1. KFMF-F<	1. KFMF-F<	1. KTMX-F
KFBK	2. KPAY-F	2. KPAY-F	2. KFMF-F
3. KCEZ-F	3. KEWE-F	KTMX-F	3. KCEZ-F
KPAY-F	KTMX-F	4. KCEZ-F	KPAY
5. KHSL <	5. KPAY	5. KEWE-F	KRFD-F
6. KPAY	KFBK		KNBR

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KFMF-F>	1. KFMF-F<	1. KCEZ-F	1. KFMF-F>	1. KPAY-F
2. KRFD-F	2. KCEZ-F	2. KEWE-F	2. KCEZ-F	2. KCEZ-F>
3. KPAY-F>	KPAY-F>	KPAY-F	3. KFBK	3. KALF-F
4. KCEZ-F	4. KALF-F	KFBK	4. KPAY-F	4. KFMF-F
5. KALF-F	KTMX-F	5. KHSL		KTMX-F
	KFBK			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCHH-F	92.7	Paradise/Chico	1.9/8.4
KNVR-F	96.7	Paradise/Chico	1.4/6.7
KORV	1340	Oroville	.5/2.9
KGO	810	San Francisco	1.9/7.7
KNBR	680	San Francisco	2.8/4.7
KNCQ-F	97.3	Redding	1.4/3.7
KSFM-F	102.5	Woodland	1.4/5.9
KSHA-F	104.3	Redding	1.4/3.1

RADIO STATIONS

KPAY,	1060,	10 KW (DA-2)	,	MOR	MBS UNISUP,	$15.00	(Katz)		M. Ivey
KHSL,	1270,	5 KW (DA-N)	,	Country	CBS,	$16.00	(Torbet)		D. Shore
KALF-F,	95.7,	7 KW @ 1265	,	Country	ABC D,	$17.00	(K & P)	(RED BLUFF)	G. Herron
KCEZ-F,	100.7,	50 KW @ 290	,	Oldies	UNISUP UNIULT,	$17.00	(---)	(CORNING)	J. Randall
KEWE-F,	97.7,	3 KW @ 159	,	Nostalgia	ABC E,	$14.00	(Sand-Glenn)	(OROVILLE)	V. Uecker
KFMF-F,	93.3,	2 KW @ 1096	,	AOR	,	$26.00	(Torbet) Fuller-Jeffrey		J. Kragel
KPAY-F,	95.1,	9 KW @ 1170	,	EZ/Soft AC	UNISUP,	$16.00	(Katz)		M. Ivey
KRFD-F,	99.9,	2 KW @ 2000	,	CHR	ABC R,	$17.00	(Mc-Guild)	(MARYSVILLE)	J. Leary
KTMX-F,	107.5,	28 KW @ 650	,	CHR	,	$15.00	(---)	(COLUSA)	M. Marquardt

KFBK -- see Sacramento

COLUMBIA, MO

MSA Rank/Pop: 313/109,500
ARB Rank/Pop: 236/95,800
Market TSL: 20.25
Average Person Rating: 15.7

Diaries: 307/312:1
Sample Target: 280
% Below Line: 17.2
% Not Listed: 22.7

Retail $: 0.6 Bil
FM Share: 84.48%
Stations: 11/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KFMZ-F	30/20.0		20.8		21.8	326	34.0	36.8	35.6			
2. KARO-F	25/16.7		19.5		19.7	310	32.4	34.5	29.1			
3. KCMQ-F	16/10.7		8.8		14.8	277	28.9	25.9	28.4			
4. KWWR-F	13/ 8.7		10.7		4.9	195	8.7	10.7	4.9			
5. KFRU	12/ 8.0		5.7		11.3	208	21.7	16.2	27.5			
6. KTXY-F	9/ 6.0		8.2		2.8	217	22.7	23.4	14.0			

12+ AMD

1. KFMZ-F
2. KARO-F<
3. KFRU
4. KWWR-F

12+ MID

1. KFMZ-F<
2. KARO-F>
3. KFRU
4. KCMQ-F<
5. KWWR-F

12+ PMD

1. KFMZ-F
2. KARO-F>
3. KCMQ-F

12+ EVE

1. KCMQ-F<
2. KFMZ-F>
3. KTXY-F
4. KARO-F

ADULTS 18-34

1. KFMZ-F>>
2. KARO-F
3. KCMQ-F>
4. KWWR-F

ADULTS 25-54

1. KARO-F
2. KFMZ-F>
3. KWWR-F

ADULTS 35-64

1. KARO-F>>
2. KWWR-F
3. KFRU
4. KFMZ-F

MEN 25-54

1. KFMZ-F
2. KARO-F>>
3. KWWR-F
4. KFRU

WOMEN 25-54

1. KARO-F>>
2. KFMZ-F
   KWWR-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMFC-F	92.1	Centralia/Columbia	.7/4.1
KTGR	1580	Columbia	2.0/7.2
KJMO-F	100.1	Jefferson City	.7/5.2
KLIK	950	Jefferson City	2.0/3.3
KRES-F	104.7	Moberly	2.0/7.5

RADIO STATIONS

KFRU,	1400,	1 KW ,	MOR/Full Service	ABC I, $16.00	(---)			B. Weaver
KARO-F,	101.7,	3 KW @ 300 ,	AC	, $17.00	(Roslin)			D. Baugher
KCMQ-F,	96.7,	3 KW @ 150 ,	CHR	ABC FM UNIPWR, $15.00	(K & P)			R. Wright
KFMZ-F,	98.3,	2.6 KW @ 350 ,	AOR	ABC R, $28.00	(Christal)	Contemp. Media		S. Boltz
KTXY-F,	106.9,	100 KW @ 600 ,	CHR	, $14.00	(Mc-Guild)	Brill	(JEFF CITY)	T. Thies
KWWR-F,	95.7,	100 KW @ 992 ,	Country	MBS, $15.00	(---)		(MEXICO)	J. Johnson

DANBURY, CT

MSA Rank/Pop: 207/193,800
ARB Rank/Pop: 181/159,600
Market TSL: 23.25
Average Person Ratings: 17.6

Diaries: 381/419:1
Sample Target: 370
% Below Line: 61.9
% Not Listed: 17.8

Retail $: 1.79 Bil
FM Share: 70.13%
Stations: 23/5

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88
1. WKCI-F	34/12.1	7.0	13.0	6.0	9.8	408	25.6	25.0	21.1
2. WDAQ-F	30/10.7	6.6	7.2	8.3	11.3	347	21.7	18.6	22.6
3. WRKI-F	27/ 9.6	12.9	13.4	11.0	11.3	459	28.8	29.0	23.9
4. WEZN-F	25/ 8.9	7.4	7.9	8.0	5.3	317	19.9	20.9	13.2
5. WLAD	18/ 6.4	4.7	8.2	11.6	10.2	260	16.3	19.9	23.9
6. WEBE-F	13/ 4.6	5.9	4.5	4.3	5.7	181	11.3	12.2	15.6
7. WCBS	12/ 4.3	3.5	3.8	4.7	3.8	261	16.4	16.7	15.4
8. WREF	10/ 3.6	3.5	4.5	2.0	7.2	99	6.2	9.2	7.5
WOR	10/ 3.6	2.7	3.1	2.0	1.1	111	7.0	8.0	4.3
10. WFAN	9/ 3.2	3.1	3.4	1.7	.8	196	12.3	12.3	5.6

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WDAQ-F<	1. WDAQ-F>	1. WKCI-F>	1. WKCI-F>
2. WLAD	2. WRKI-F<	2. WDAQ-F	2. WRKI-F>
3. WRKI-F	3. WKCI-F	3. WRKI-F	3. WEZN-F
WKCI-F	4. WLAD <	4. WEZN-F>	4.
5. WFAN	5. WEZN-F	5. WEBE-F	5.
WEZN-F			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRKI-F	1. WDAQ-F>	1. WEZN-F	1. WRKI-F	1. WDAQ-F
2. WDAQ-F	2. WRKI-F	2. WDAQ-F>	2. WDAQ-F	2. WEZN-F
WKCI-F>	3. WEZN-F	3. WLAD	WKCI-F	3. WEBE-F
4. WEBE-F	4. WKCI-F<	WKCI-F	4. WFAN	4. WRKI-F
5.	5. WEBE-F	5.	5.	WKCI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WINE	940	Brookfield	1.1/ 6.1
WABC	770	New York	1.8/ 7.1
WDRC-F	102.9	Hartford	1.4/ 5.3
WEFX-F	95.9	Norwalk/Stamford	1.1/ 4.0
WHUD-F	100.7	Peekskill	2.5/ 4.8
WKSS-F	95.7	Hartford-Meriden	.7/ 2.6
WMJV-F	105.5	Patterson	1.1/ 2.5
WPLR-F	99.1	New York	.7/ 2.6
WQHT-F	97.1	New York	.7/ 4.0
WTIC	1080	Hartford	.7/ 2.8
WWYZ-F	92.5	Waterbury/Hartford	.7/ 3.6
WXRK-F	92.3	New York	.7/ 3.3
WYNY-F	103.5	Lk Success/NY	2.1/ 4.1

RADIO STATIONS

WINE ,	940,	1 KW (Days) ,	Oldies	RADRAD, $	(Eastman)	Home News	J. Principi
WLAD ,	800,	1 KW/287 W ,	MOR/Full Service	IND, $ na	(Durpetti)		I. Goldstein
WREF ,	850,	1 KW (DAYS) ,	Nostalgia	IND, $16.00	(Roslin)		M. Fray
WDAQ-F,	98.3,	1.3 KW @ 460 ,	AC	IND, $ na	(Durpetti)		I. Goldstein
WRKI-F,	95.1,	50 KW @ 470 ,	AOR	IND, $65.00	(Eastman)	Home News	J. Fullam

Other ranked stations -- See New York, New Haven or Bridgeport in Spring 90 edition

DANVILLE, IL

MSA Rank/Pop: NA
ARB Rank/Pop: 249/74,000
Market TSL: 23.5
Average Person Rating: 17.7

Diaries: 275/269:1
Sample Target: 260
% Below Line: 32.1
% Not Listed: 19.1

Retail $: 0.6 Bil
FM Share: 80.29%
Stations: 14/6

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WIAI-F	25/19.1		18.2		23.0	234	31.6	31.2	31.5			
2. WDNL-F	16/12.2		23.6		20.4	271	36.6	38.2	44.5			
3. WDAN	10/ 7.6		5.5		4.4	127	17.2	13.0	12.1			
4. WCDV-F	9/ 6.9		4.5		6.2	88	11.9	11.0	11.2			
5. WHPO-F	7/ 5.3		1.8		4.4	73	9.9	4.7	9.4			
WHMS-F	7/ 5.3		2.7		5.3	86	11.6	9.9	9.1			
WLRW-F	7/ 5.3		8.2		6.2	142	19.2	16.0	14.2			
8. WITY	5/ 3.8		6.4		6.2	119	16.1	18.6	14.4			
WAZY-F	5/ 3.8		.9		2.7	103	13.9	10.1	10.5			

12+ AMD

1. WIAI-F>
2. WDNL-F>
3. WDAN
   WHPO-F
5. WITY

12+ MID

1. WIAI-F>
2. WCDV-F
3. WDNL-F
4. WHPO-F
   WHMS-F

12+ PMD

1. WIAI-F>
2. WDNL-F>
3. WCDV-F
4. WHMS-F>
5. WDAN

12+ EVE

1. WDNL-F>
2. WIAI-F>
3. WHMS-F
4. WDAN

ADULTS 18-34

1. WDNL-F>
2. WCDV-F
   WIAI-F>
4. WLRW-F

ADULTS 25-54

1. WIAI-F
2. WDNL-F
3. WCDV-F>
4. WHPO-F

ADULTS 35-64

1. WIAI-F>>
2. WHPO-F
   WHMS-F
4. WDNL-F
5. WCDV-F

MEN 25-54

1. WCDV-F
2. WHPO-F
   WIAI-F
4. WDNL-F
   WZNF-F

WOMEN 25-54

1. WDNL-F
   WIAI-F>>
3. WCDV-F
   WHMS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WACF-F	98.5	Paris	1.5/4.6
WGN	720	Chicago	1.5/6.8
WLS	890	Chicago	3.1/9.2
WZNF-F	95.3	Rantoul/Champaign	3.1/7.4
WZZQ-F	107.5	Terre Haute	2.3/6.9

RADIO STATIONS

WDAN,	1490,	1 KW ,	Country	UNIULT, $19.00	(Roslin)		D. Quick
WITY,	980,	1 KW (DA-2) ,	MOR	ABC I, $14.00	(Savalli)		A. Thomann
WCDV-F,	103.3,	3 KW @ 300 ,	AC/Oldies	, $11.00	(—)	(COVINGTON)	R. Weatherford
WDNL-F,	102.1,	50 KW @ 380 ,	CHR	UNIPWR, $24.00	(Roslin)		D. Quick
WHPO-F,	100.9,	3 KW @ 300 ,	Country	, $ 9.00	(—)	(HOPESTOWN)	R. Stipp
WIAI-F,	99.1,	50 KW @ 500 ,	Country	UPI NBC, $28.00	(HNWH)		R. Marlin

Other ranked stations — See Lafayette, IN or Champaign

DOTHAN, AL

MSA Rank/Pop: 276/130,700
ARB Rank/Pop: 170/172,900
Market TSL: 21.75
Average Person Rating: 16.4

Diaries: 539/321:1
Sample Target: 380
% Below Line: 9.6
% Not Listed: 19.4

Retail $: 1.2 Bil
FM Share: 96.94%
Stations: 12/9

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WKMX-F	62/21.8		20.3		22.4	650	37.6	39.0	36.2			
2. WTVY-F	50/17.6		22.3		25.6	584	33.8	29.2	35.6			
3. WOOF-F	40/14.1		12.7		13.5	439	25.4	32.4	22.7			
4. WDJR-F	20/ 7.0		5.6		8.3	220	12.7	20.8	21.3			
5. WZHT-F	19/ 6.7		10.7		3.2	270	15.6	13.0	9.1			
6. WNER-F	12/ 4.2		6.1		11.5	223	12.9	12.3	21.0			
7. WESP-F	8/ 2.8		----		----	85	4.9	----	----			
WZTZ-F	8/ 2.8		----		----	120	6.9	----	----			

12+ AMD

1. WKMX-F
2. WTVY-F>
3. WOOF-F>>

12+ MID

1. WKMX-F
2. WTVY-F
3. WOOF-F>
4. WDJR-F

12+ PMD

1. WKMX-F>
2. WTVY-F
3. WOOF-F>
4. WDJR-F
5. WZHT-F

12+ EVE

1. WKMX-F>>
2. WZHT-F
3. WOOF-F<
4. WTVY-F

ADULTS 18-34

1. WKMX-F>>
2. WDJR-F
   WOOF-F>
4. WTVY-F
   WZHT-F

ADULTS 25-54

1. WKMX-F
2. WOOF-F
   WTVY-F>>
4. WDJR-F

ADULTS 35-64

1. WTVY-F>
2. WOOF-F>
3. WKMX-F>
4. WESP-F

MEN 25-54

1. WTVY-F
2. WKMX-F
3. WDJR-F<
4. WOOF-F

WOMEN 25-54

1. WKMX-F
2. WOOF-F>
3. WTVY-F>
4. WNER-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOOF	560	Dothan	1.1/3.5
WOZK	990	Ozark	1.4/3.4
WFSY-F	98.5	Panama City	.4/3.2
WPAP-F	92.5	Panama City	.7/3.4

RADIO STATIONS

WDJR-F,	96.9,	100 KW @ 1516 ,	CHR	ABC R, $15.00	(---)	(ENTERPRISE)	B. Price
WESP-F,	102.5,	3 KW @ 300 ,	??	, $10.00	(---)		
WKMX-F,	106.7,	100 KW @ 1119 ,	CHR	ABC C, $24.00	(HNWH)	(ENTERPRISE)	T. Duffie
WNER-F,	103.9,	3 KW @ 328 ,	Black	, $11.00	(---)	(OZARKO	W. Morgan
WOOF-F,	99.7,	100 KW @ 981 ,	AC	MBS, $18.00	(Roslin)		M. Minor
WTVY-F,	95.5,	100 KW @ 1078 ,	Country	ABC D, $22.00	(Mc-Guild)		C. Woods
WZTZ-F,	101.1,	.6 KW @ 600 ,	Country	, $10.00	(---)	(ELBA)	D. Holderfield

WZHT -- see Montgomery in Spring 90 edition

DUBUQUE, IA

MSA Rank/Pop: 329/90,500
ARB Rank/Pop: 196/134,700
Market TSL: 27.5
Average Person Rating: 20.7

Diaries: 371/363:1
Sample Target: 340
% Below Line: 17.5
% Not Listed: 17.9

Retail $: 0.9 Bil
FM Share: 65.94%
Stations: 19/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KATF-F	44/15.8		16.7		19.0	488	36.2	36.4	37.5	17.5	21	320
2. KLYV-F	40/14.3		12.6		21.0	453	33.6	34.7	33.4	18.3	22	314
3. KDTH	30/10.8		11.9		13.9	344	25.5	26.8	29.4	16.7	20	254
4. WDBQ	23/ 8.2		6.3		7.1	240	17.8	18.8	20.0	12.5	15	210
5. KDFX-F	22/ 7.9		8.5		9.5	206	15.3	19.1	16.0	15.8	19	180
6. WJOD-F	13/ 4.7		1.9		----	89	6.6	6.8	---	.8	1	31
7. WGLR	8/ 2.9		5.9		2.8	96	7.1	10.6	5.6			
KOEL-F	8/ 2.9		1.5		----	54	4.0	3.9	---			50
WMT	8/ 2.9		3.3		2.8	124	9.2	11.8	8.7	2.5	3	59

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KDTH	1. KATF-F<	1. KATF-F	1. KATF-F
KLYV-F	2. KDTH	KLYV-F>	2. KLYV-F>
3. KATF-F	3. KLYV-F	3. KDTH	3. KDFX-F>
4. WDBQ	4. WDBQ	4. KDFX-F	4. WDBQ

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KATF-F<	1. KATF-F	1. WDBQ	1. KDFX-F>	1. KATF-F>>
2. KLYV-F>>	2. KDFX-F>	2. KATF-F<	2. KATF-F	2. WDBQ
3. KDFX-F>	3. WDBQ	3. KDTH >	3. KDTH	3. KLYV-F>
	4. KLYV-F<	4. KDFX-F		4. KDFX-F
	5. KDTH	WJOD-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAXL-F	97.7	Lancaster/Plattvl	1.4/4.8
WKPL-F	107.1	Platteville	1.1/5.3
WTOQ	1590	Platteville	.7/2.6
KOKZ-F	105.7	Waterloo/Cdr Rpds	.7/5.9
KUUL-F	103.7	Davenport	1.4/5.0
WEKZ-F	93.7	Monroe	1.8/4.5
WGN	720	Chicago	2.5/6.1
WIZM-F	93.3	La Crosse	.7/2.7
WLLR-F	101.3	E. Moline/Dvnprt	1.1/3.1
WRCO-F	100.9	Richland Center	.4/2.5

RADIO STATIONS

KDTH,	1370,	5 KW (DA-N) ,	MOR/Full Service	CBS ABCT, $18.00	(Eastman)	Woodward	J. Hafkemeyer
WDBQ,	1490,	1 KW ,	Oldies	ABC D, $14.00	(Banner)	Comm. Prop	K. Kelly
WGLR,	1280,	500 W (DAYS) ,	Country	ABC E, $ 9.00	(---)	(LANCASTER, WI)	J. Zimmerman
KATF-F,	92.9,	100 KW @ 450 ,	AC	ABC FM, $19.00	(Eastman)	Woodward	J. Hafkemeyer
KDFX-F,	102.3,	1.7 KW @ 410 ,	AOR	UNIULT, $16.00	(---)	Eagle	S. Buchanan
KLYV-F,	105.3,	50 KW @ 340 ,	CHR	, $23.00	(Banner)	Comm. Prop	K. Kelly
WJOD-F,	107.5,	3 KW @ 235 ,	Country	ABC I, $10.00	(---)	(GALENA)	J. Michaels

Other ranked stations -- see Cedar Rapids

EAU CLAIRE, WI

MSA Rank/Pop: 260/139,600
ARB Rank/Pop: 216/115,700
Market TSL: 24.25
Average Person Rating: 18.2

Diaries: 389/297:1
Sample Target: 310
% Below Line: 3.7
% Not Listed: 11.4

Retail $: 1.0 Bil
FM Share: 86.10%
Stations: 12/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WAXX-F	52/24.6		29.7		27.9	474	41.0	44.5	41.0			
2. WIAL-F	48/22.7		21.0		20.5	497	43.0	45.2	38.2			
3. WBIZ-F	40/19.0		14.4		13.7	492	42.5	37.2	37.4			
4. WCFW-F	12/ 5.7		4.4		6.8	136	11.8	10.3	15.1			
5. WAYY	9/ 4.3		3.9		4.2	144	12.4	10.7	10.3			
6. WEUZ	8/ 3.8		3.1		.5	106	9.2	11.0	4.8			
7. WEAQ	4/ 1.9		4.8		5.8	113	9.8	13.1	15.3			
WWIB-F	4/ 1.9		3.5		2.6	115	9.9	8.6	7.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WAXX-F	1. WAXX-F>	1. WAXX-F<	1. WIAL-F>
2. WIAL-F	2. WIAL-F<	2. WBIZ-F<	2. WAXX-F<
3. WBIZ-F>>	3. WBIZ-F>>	3. WIAL-F	3. WBIZ-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WBIZ-F<	1. WAXX-F	1. WAXX-F>>	1. WIAL-F	1. WAXX-F
2. WIAL-F>>	WIAL-F	2. WIAL-F>	2. WAXX-F<	2. WBIZ-F
3. WAXX-F>	3. WBIZ-F>	3. WAYY	3. WBIZ-F	WIAL-F
		4. WBIZ-F		
		WCFW-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WISM	1050	Eau Claire	1.4/5.7
KJJO-F	104.1	St. Louis Park	.9/2.9
WCCO	830	Minneapolis	.9/3.5
WJMC-F	96.3	Rice Lake	1.4/5.1

RADIO STATIONS

WAYY,	1150,	5 KW (DAYS) ,	Oldies	ABC I, $14.00	(Torbet)		K. Jones
WEAQ,	790,	5 KW (DA-N) ,	Country	CNN UNISUP, $ 8.00	(—)		S. Dickoff
WEUZ,	1400,	1 KW ,	EZ	MBS UNISUP, $ 7.00	(Christal)		R. Muzzey
WAXX-F,	104.5,	100 KW @ 1830 ,	Country	ABC I, $55.00	(Torbet)		K. Jones
WBIZ-F,	100.7,	100 KW @ 792 ,	CHR	, $32.00	(Christal)		M. Dorn
WCFW-F,	105.5,	3 KW @ 300 ,	AC	APR, $10.00	(—)	(CHIPPEWA FALLS)	R. Bushland
WIAL-F,	94.1,	84 KW @ 351 ,	AC	, $26.00	(—)		S. Dickoff
WWIB-F,	103.7,	100 KW @ 700 ,	Religion	UPI, $ 8.00	(—)	(LADYSMITH)	W. Steward

FAYETTEVILLE - SPRINGDALE, AR

MSA Rank/Pop: 311/112,500
ARB Rank/Pop: 168/178,000
Market TSL: 20.75
Average Person Rating: 15.3

Diaries: 452/394:1
Sample Target: 380
% Below Line: 0.8
% Not Listed: 13.9

Retail $: 1.2 Bil
FM Share: 87.23%
Stations: 14/13

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KKIX-F	64/23.4	17.2	24.3	---	25.4	552	31.0	31.9	36.6			
2. KMCK-F	43/15.8	10.9	4.1	---	11.2	453	25.4	18.7	23.3			
3. KAMO-F	32/11.7	15.1	10.4	---	9.6	356	20.0	20.1	15.6			
4. KEZA-F	20/ 7.3	10.9	6.7	---	7.7	316	17.8	17.1	18.5			
KKEG-F	20/ 7.3	8.8	12.3	---	12.3	201	11.3	26.2	18.1			
6. KCIZ-F	15/ 5.5	6.3	9.0	---	8.8	249	14.0	21.3	19.6			
7. KURM	12/ 4.4	2.1	4.1	---	3.8	168	9.4	10.6	12.0			
8. KOLZ-F	9/ 3.3	2.1	1.5	---	1.5	160	9.0	5.0	6.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KKIX-F>	1. KKIX-F>>	1. KKIX-F	1. KMCK-F<
2. KMCK-F<	2. KMCK-F	2. KMCK-F>>	2. KKIX-F>
3. KAMO-F>	3. KAMO-F	3. KAMO-F	3. KAMO-F
4. KURM	4. KEZA-F	4. KEZA-F	KKEG-F
	KKEG-F	KKEG-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KMCK-F>	1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>>	1. KKIX-F>
2. KKIX-F	2. KAMO-F<	2. KAMO-F>>	2. KKEG-F	2. KEZA-F
3. KKEG-F>	3. KEZA-F	3. KOLZ-F	3. KAMO-F	3. KAMO-F>
4. KEZA-F<	4. KKEG-F	4. KEZA-F	4. KMCK-F	4. KMCK-F
5. KCIZ-F	KMCK-F	KURM		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAMO	1390	Rogers/Bentonvl	1.5/5.8
KFAY	1030	Farmington	1.1/4.0
KJEM	1190	Bentonvl/Bla Vsta	1.1/2.7
KOFC	1250	Fayetteville	1.5/2.1
KUOA	1290	Siloam Springs	1.5/3.0
KZBB-F	97.9	Poteau/Ft. Smith	.7/2.5

RADIO STATIONS

KURM,	790,	5 KW/500 W (DA-N) ,	MOR	NBC, $ 7.00	(---)	(ROGERS)	S. Womack
KAMO-F,	94.3,	3 KW @ 310 ,	Country	ABC E, $10.00	(K & P)	(ROGERS)	J. Rook
KCIZ-F,	104.9,	1 KW @ 479 ,	CHR	, $13.00	(Banner)	(SPRINGDALE)	C. Norman
KEZA-F,	107.9,	100 KW @ 1259 ,	Soft AC/EZ	, $15.00	(Christal)		J. Patton
KKEG-F,	92.1,	1 KW @ 460 ,	AOR	APR, $20.00	(Banner)	Demaree	P. Demaree
KKIX-F,	103.9,	100 KW @ 482 ,	Country	, $31.00	(Katz)	Noalmark	D. Whitman
KMCK-F,	105.7,	100 KW @ 500 ,	CHR	APR, $18.00	(Durpetti)	(SILOAM SPGS)	G. Hochman
KOLZ-F,	98.3,	3 KW @ 300 ,	Country	, $12.00	(Republic)	(BENTONVILLE)	T. Hutchinson

FLORENCE, SC

MSA Rank/Pop: 300/118,900
ARB Rank/Pop: 188/150,400
Market TSL: 22.75
Average Person Rating: 16.6

Diaries: 395/381:1
Sample Target: 350
% Below Line: 24.9
% Not Listed: 19.3

Retail $: 1.1 Bil
FM Share: 73.63%
Stations: 14/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WHLZ-F	42/16.9		19.9		14.9	362	24.1	23.2	19.7	13.3	21	233
2. WWDM-F	41/16.5		11.3		20.5	374	24.9	23.6	28.9	17.7	28	308
3. WYNN	36/14.5		8.6		9.9	249	16.6	19.1	23.6	8.2	13	198
4. WJMX-F	33/13.3		9.3		10.6	378	25.1	19.0	22.3	16.5	26	337
5. WYNN-F	15/ 6.0		6.6		----	205	13.6	15.8	----	12.7	20	278
6. WHSC	10/ 4.0		----		----	61	4.1	----	----			
7. WDAR-F	8/ 3.2		1.3		3.1	172	11.4	10.5	10.9	4.4	7	99
8. WJMX	6/ 2.4		5.3		1.9	111	7.4	10.7	8.3	1.9	3	99

12+ AMD

1. WHLZ-F
2. WYNN <
3. WWDM-F
4. WJMX-F

12+ MID

1. WHLZ-F
2. WYNN <
3. WJMX-F
4. WWDM-F

12+ PMD

1. WHLZ-F<
2. WWDM-F
3. WJMX-F<
4. WYNN

12+ EVE

1. WWDM-F>>
2. WJMX-F<
3. WHLZ-F
4. WYNN
5. WYNN-F

ADULTS 18-34

1. WWDM-F<
2. WJMX-F>>
3. WYNN
4. WYNN-F

ADULTS 25-54

1. WHLZ-F
   WWDM-F
3. WJMX-F<
4. WYNN

ADULTS 35-64

1. WHLZ-F>>
2. WYNN >
3. WWDM-F
4. WJMX-F

MEN 25-54

1. WHLZ-F
   WWDM-F<
3. WJMX-F
   WYNN

WOMEN 25-54

1. WHLZ-F
   WWDM-F>
3. WJMX-F
4. WYNN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WOLS	1230	Florence	.4/6.6
WKZQ-F	101.7	Myrtle Beach	.8/2.6
WWKT-F	98.3	Kingstree/Lake Cty	.8/3.6
WYAV-F	104.1	Conway/Myrtle Bch	.8/7.9
WZFX-F	99.1	Whiteville	.4/3.3
WINS-F	92.9	Dillon	.8/6.8

RADIO STATIONS

WHSC,	1450,	1 KW ,	Country	ABC E, $ 9.00	(---)	(HARTSVILLE)	H. Campbell
WJMX,	970,	5 KW/3 KW (DA-2),	MOR/AC	APR, $ 8.00	(Mc-Guild)		H. Miller
WYNN,	540,	250 W/166 W ,	Gospel	SBN$12.00	(Southern)		J. Maurer
WDAR-F,	105.5,	4 KW @ 400 ,	Oldies	ABC D, $10.00	(---)	(DARLINGTON)	M. Kirchen
WHLZ-F,	92.5,	100 KW @ 1171 ,	Country	APR, $19.00	(Mc-Guild)	(MANNING)	C. Roach
WJMX-F,	103.3,	43 KW @ 525 ,	CHR	APR, $18.00	(Mc-Guild)		H. Miller
WYNN-F,	106.3,	6 KW @ 328 ,	Black	SBN, $12.00	(Southern)		J. Maurer

WWDM -- see Columbia in Spring 1990 edition

FT. MYERS, FL

MSA Rank/Pop:	148/317,000	Diaries:	460/598:1	Retail $:	2.3 Bil
ARB Rank/Pop:	131/275,100	Sample Target:	400	FM Share:	88.01%
Market TSL:	25.5	% Below Line:	1.6	Stations:	16/14
Average Person Rating:	19.5	% Not Listed:	17.7		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WCVU-F	80/14.9	10.1	15.7	16.0	14.6	709	25.8	25.8	25.7	6.4	51	774
2. WCKT-F	62/11.5	8.6	3.4	2.5	4.5	471	17.1	7.9	8.2	8.5	68	558
3. WRXK-F	61/11.4	12.9	9.8	12.1	12.4	513	18.6	17.6	18.0	13.3	106	847
4. WINK-F	46/ 8.6	8.6	10.8	12.4	18.8	654	23.8	26.0	30.3	9.4	75	1078
5. WOLZ-F	35/ 6.5	8.0	2.0	2.1	1.6	422	15.3	5.5	6.5	4.5	36	447
6. WAVV-F	26/ 4.8	2.6	3.2	1.8	1.4	326	11.9	10.6	3.7	3.8	30	357
7. WINK	21/ 3.9	4.1	4.8	5.7	4.9	270	9.8	10.3	12.7	2.4	19	269
WIXI-F	21/ 3.9	5.6	8.0	5.9	7.3	313	11.4	10.0	8.4	5.0	40	481
9. WHEW-F	19/ 3.5	2.4	8.0	5.3	4.9	268	9.7	15.0	10.4	2.3	18	186
10. WAKS-F	16/ 3.0	1.9	2.0	3.0	4.2	198	7.2	7.1	8.6	2.1	17	243
WKII	16/ 3.0	2.6	4.6	4.1	1.6	165	6.0	5.2	5.0	1.8	14	136
WQEZ-F	16/ 3.0	6.5	2.6	10.3	5.4	254	9.2	12.4	13.3	2.4	19	238

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WCKT-F<	1. WCVU-F>	1. WCVU-F<	1. WRXK-F<
2. WCVU-F<	2. WRXK-F	2. WCKT-F	2. WCKT-F<
3. WRXK-F<	3. WCKT-F	3. WRXK-F>	3. WCVU-F
4. WINK-F>	4. WINK-F	4. WINK-F	4. WINK-F
5. WOLZ-F<	5. WOLZ-F	5. WOLZ-F	
6. WINK			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRXK-F>>	1. WRXK-F<	1. WCKT-F<	1. WRXK-F>>	1. WCKT-F
2. WINK-F>	2. WCKT-F	2. WCVU-F>	2. WCKT-F	2. WOLZ-F
3. WCKT-F	3. WOLZ-F>	3. WOLZ-F	3. WOLZ-F>	3. WCVU-F<
4. WAVV-F	4. WINK-F<	4. WRXK-F	4. WAVV-F	4. WINK-F
5. WOLZ-F	5. WCVU-F	5. WINK-F	5. WINK-F	5. WAVV-F
	6. WAVV-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDCQ	1200	Pine Is Ctr/Ft.Myers	1.3/3.6
WZRZ	770	North Ft. Myers	1.7/2.9
WFLZ-F	93.3	Tampa	.6/2.7
WHVE-F	102.5	Sarasota/Tampa	.7/3.1

RADIO STATIONS

WDCQ,	1200,	10 KW/1 KW (DA-2) ,	Oldies	ABC D, $14.00	(Banner)		(PINE IS.)	C. Fazio
WINK,	1240,	1 KW ,	News/Talk	CBS, $20.00	(Mc-Guild)			B. Grissinger
WKII,	1090,	5 KW (DAYS) ,	Nostalgia	CNN UNISUP, $17.00	(Roslin)		(PORT CHARLETON)	H. Kneller
WAKS-F,	103.7,	50 KW @ 272 ,	AC	, $26.00	(HNWH)		(CAPE CORAL)	W. James
WAVV-F,	101.1,	100 KW @ 1035 ,	Soft AC	APR, $40.00	(CBS)		(MARCO)	N. Alpert
WCKT-F,	107.1,	26 KW @ 709 ,	Country	, $34.00	(Banner)		(LEHIGH ACRES)	S. Frothingham
WCVU-F,	94.5,	100 KW @ 1050 ,	EZ	, $47.00	(Christal)	Palmer	(NAPLES)	S. Shannon
WHEW-F,	101.9,	100 KW @ 991 ,	Country	, $36.00	(—)			R. Hecksher
WINK-F,	96.9,	100 KW @ 1323 ,	CHR	ABC C, $47.00	(Mc-Guild)			J. Schwartzel
WIXI-F,	105.5,	.6 KW @ 680 ,	Nostalgia	SMN, $29.00	(Roslin)		(NAPLES)	S. Woodlinger
WOLZ-F,	95.3,	97 KW @ 453 ,	Oldies	APR UNISUP, $34.00	(Durpetti)			
WQEZ-F,	99.3,	3 KW @ 285 ,	EZ/Soft AC	APR, $31.00	(Katz)	Justice		L. Justice
WRXK-F,	96.1,	100 KW @ 494 ,	AOR	, $49.00	(Katz)	Beasley	(BONITA SPGS)	M. Knorr

FT. PIERCE, FL

MSA Rank/Pop:	187/229,700	Diaries:	401/497:1	Retail $:	1.7 Bil
ARB Rank/Pop:	156/199,500	Sample Target:	400	FM Share:	89.90%
Market TSL:	22.75	% Below Line:	55.9	Stations:	15/8
Average Person Rating:	17.0	% Not Listed:	12.4		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WHLG-F	55/16.2	13.8	11.4		14.4	415	20.8	17.7	18.9	9.4	40	514
2. WOVV-F	46/13.6	12.9	19.8		15.8	603	30.2	33.2	27.3	17.2	73	833
3. WKGR-F	42/12.4	14.7	9.9		6.0	376	18.8	17.9	13.2	13.2	56	529
4. WRMF-F	29/ 8.6	4.1	3.1		6.4	243	12.2	11.2	8.6	.9	4	139
5. WEAT-F	25/ 7.4	8.2	9.6		7.4	248	12.4	15.1	11.9	2.6	11	126
6. WZZR-F	22/ 6.5	7.1	8.3		7.4	400	20.1	24.4	16.2	5.9	25	434
7. WIRK-F	15/ 4.4	4.1	3.7		5.7	225	11.3	7.8	8.9	3.1	13	155
8. WAVW-F	12/ 3.5	2.9	3.1		5.0	161	8.1	6.1	8.7	6.6	28	310
WSTU	12/ 3.5	4.4	2.5		1.3	130	6.5	9.4	4.2	1.6	7	167
10. WGYL-F	11/ 3.2	3.5	2.5		2.0	80	4.0	5.0	3.6	4.9	21	272
11. WIRA	9/ 2.7	.9	2.5		4.4	197	9.9	5.7	9.3	2.1	9	117
12. WCXL-F	8/ 2.4	3.2	3.1		6.7	176	8.8	11.5	11.0	6.4	27	285

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHLG-F>	1. WHLG-F	1. WOVV-F<	1. WOVV-F>>
2. WOVV-F	2. WKGR-F>	2. WHLG-F<	2. WKGR-F<
3. WRMF-F<	3. WOVV-F	3. WKGR-F>	3. WHLG-F
4. WKGR-F	4. WRMF-F	4. WRMF-F	WZZR-F
	5. WEAT-F		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WKGR-F>	1. WKGR-F	1. WHLG-F	1. WKGR-F>	1. WRMF-F>
2. WOVV-F>	WRMF-F	2. WEAT-F	2. WOVV-F	2. WOVV-F
3. WRMF-F>	3. WOVV-F>	WRMF-F	WRMF-F>	3. WHLG-F
	4. WHLG-F	4. WOVV-F	4. WGYL-F	4. WKGR-F
	WZZR-F		WZZR-F	
	WEAT-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WDKC	1330	Ft. Pierce	.6/4.0
WOLL-F	94.3	Riviera Bch/W Palm	.6/3.6
WSWN	900	Belle Glade	2.1/6.3

RADIO STATIONS

WIRA,	1400,	1 KW	,	Nostalgia	NBC UNISUP,	$13.00	(Mc-Guild)		A. Chapman
WSTU,	1450,	1 KW	,	AC	ABC I,	$14.00	(—)	(STUART)	G. Glascock
WAVW-F,	101.7,	6 KW @ 330	,	Country	APR,	$19.00	(Roslin)	(VERO BEACH)	J. Pagano
WCXL-F,	103.7	2.6 KW @ 500	,	AC	,	$17.00	(Christal)	(VERO BEACH)	W. Dillon
WGYL-F,	93.5,	1.3 KW @ 490	,	EZ	,	$16.00	(—)		
WHLG-F,	102.3,	3 KW @ 300	,	EZ	APR,	$27.00	(—)		G. Glascock
WZZR-F,	92.7,	50 KW @ 500	,	CHR	,	$26.00	(Katz) CRB		T. Donnelly

Other ranked stations -- see West Palm Beach in Spring 90 edition

FT. SMITH, AR

MSA Rank/Pop: 221/181,300
ARB Rank/Pop: 160/190,100
Market TSL: 21.5
Average Person Rating: 16.0

Diaries: 443/429:1
Sample Target: 400
% Below Line: 3.3
% Not Listed: 9.5

Retail $: 1.1 Bil
FM Share: 84.78%
Stations: 15/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. KTCS-F	57/18.7		17.5		15.7	579	30.5	35.4	22.6	16.4	45	604
2. KMAG-F	37/12.1		11.9		3.5	361	19.0	19.4	12.3	9.5	26	274
3. KZBB-F	30/ 9.8		19.6		19.7	401	21.1	33.9	29.0	14.5	40	562
4. KLMK-F	28/ 9.2		8.1		7.1	248	13.0	13.9	11.3	2.5	7	115
KZKZ-F	28/ 9.2		1.4		.8	239	12.6	4.4	2.2	9.8	27	312
6. KISR-F	26/ 8.5		10.5		17.3	424	22.3	28.0	26.8	17.8	49	511
7. KWHN	21/ 6.9		.7		——	201	10.6	3.0	2.8	6.5	18	169
8. KBBQ-F	9/ 3.0		3.9		5.5	121	6.4	8.4	6.2	2.5	7	179
KFPW	9/ 3.0		4.6		.4	109	5.7	8.5	4.8	1.8	5	50
KLSZ-F	9/ 3.0		3.9		2.4	102	5.4	7.9	8.0	2.9	8	141
KEZA-F	9/ 3.0		3.5		7.9	96	5.0	6.5	11.6	1.1	3	95

12+ AMD

1. KTCS-F>>
2. KMAG-F
3. KLMK-F<
4. KISR-F

12+ MID

1. KTCS-F>
2. KMAG-F
3. KLMK-F
4. KWHN
   KZKZ-F

12+ PMD

1. KTCS-F>
2. KZKZ-F<
3. KZBB-F
4. KMAG-F

12+ EVE

1. KISR-F
2. KZBB-F<
3. KMAG-F
   KZKZ-F

ADULTS 18-34

1. KZKZ-F
2. KZBB-F
3. KMAG-F
   KTCS-F

ADULTS 25-54

1. KTCS-F
2. KMAG-F>
3. KZBB-F
   KZKZ-F
5. KWHN

ADULTS 35-64

1. KTCS-F>>
2. KMAG-F
3. KLMK-F<
4. KWHN

MEN 25-54

1. KMAG-F
   KZKZ-F<
3. KTCS-F
4. KLMK-F

WOMEN 25-54

1. KTCS-F>
2. KMAG-F
3. KZBB-F<
4. KWHN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFDF	1580	Van Buren	1.6/3.8
KFSA	950	Fort Smith	1.6/5.0
KKID-F	95.9	Sallisaw/Ft. Smith	.3/2.1
KTCS	1410	Fort Smith	.7/2.2

RADIO STATIONS

KFPW,	1230,	1 KW (DA-1) ,	EZ/Nostalgia	SMN,	$ 9.00	(Riley)			G. Brown
KWHN,	1320,	5 KW (DA-N) ,	Gospel	,	$ 7.00	(—)			D. Johnson
KBBQ-F,	100.9,	3 KW @ 220 ,	Oldies	SMN,	$10.00	(Riley)			G. Brown
KISR-F,	93.7,	100 KW @ 1200 ,	CHR	ABC FM,	$22.00	(—)			F. Baker
KLMK-F,	107.3,	100 KW @ 1810 ,	Country	ABC E,	$16.00	(—)		(POTEAU, OK)	C. Bence
KLSZ-F,	102.3,	3 KW @ 296 ,	AC	SMN,	$10.00	(—)		(VAN BUREN)	L. Ruth
KMAG-F,	99.1,	100 KW @ 1968 ,	Country	,	$17.00	(—)			D. Johnson
KTCS-F,	99.9,	100 KW @ 1920 ,	Country	,	$23.00	(Republic)			L. Young
KZBB-F	97.9,	100 KW @ 1978 ,	CHR	UNIPWR,	$21.00	(Mc-Guild)	Arrow	(POTEAU)	R. Oncoller
KZKZ-F,	106.3,	6 KW @ 330 ,	Classic AOR	CBS,	$15.00	(Roslin)		(GREENWOOD)	S. O'Loughlin

KEZA — see Fayetteville

FT. WALTON BEACH, FL

MSA Rank/Pop:	241/154,300	Diaries:	375/345:1	Retail $:	1.1 Bil
ARB Rank/Pop:	199/129,400	Sample Target:	320	FM Share:	98.40
Market TSL:	23.75	% Below Line:	33.2	Stations:	18/9
Average Person Rating:	17.9	% Not Listed:	19.4		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WWSF-F	32/13.8		13.1		----	374	28.9	25.4	----	16.0	34	413
2. WYZB-F	29/12.5		6.5		14.2	282	21.8	20.2	30.5	9.9	21	282
3. WWAV-F	23/ 9.9		10.6		4.9	288	22.3	22.8	10.9	9.0	19	283
4. WMMK-F	20/ 8.6		6.0		10.9	213	16.5	10.4	14.3	4.7	10	186
5. WKSM-F	15/ 6.5		9.0		9.8	288	22.3	23.7	20.7	9.0	19	272
6. WOWW-F	13/ 5.6		1.0		----	85	6.6	4.6	----	5.2	11	133
7. WBLX-F	12/ 5.2		3.5		3.8	174	13.4	7.4	5.7	5.7	12	202
8. WMEZ-F	11/ 4.7		6.0		7.7	120	9.3	15.8	11.1	4.2	9	138
9. WTKX-F	9/ 3.9		12.6		16.9	200	15.5	22.3	21.1	8.0	17	216
10. WXBM-F	7/ 3.0		3.5		1.6	81	6.3	9.0	5.7	4.2	9	146

12+ AMD

1. WWSF-F
   WYZB-F<
3. WWAV-F
4. WMMK-F

12+ MID

1. WYZB-F<
2. WWAV-F
3. WWSF-F>
4. WMMK-F

12+ PMD

1. WWSF-F<
2. WYZB-F
3. WWAV-F>
4. WMMK-F

12+ EVE

1. WWSF-F>
2. WKSM-F>
3. WMMK-F
   WBLX-F
5. WYZB-F

ADULTS 18-34

1. WWSF-F>>
2. WWAV-F
3. WYZB-F
4. WBLX-F
5. WKSM-F

ADULTS 25-54

1. WYZB-F
2. WWAV-F
3. WWSF-F
4. WMMK-F

ADULTS 35-64

1. WYZB-F>
2. WMMK-F>
3. WWAV-F
4. WMEZ-F
   WXBM-F

MEN 25-54

1. WYZB-F>
2. WWSF-F
3. WWAV-F
4. WMMK-F

WOMEN 25-54

1. WWAV-F<
2. WYZB-F
3. WMMK-F
   WWSF-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WFSH	1340	Valparaiso-Nicevl	.4/2.2
WFTW	1260	Ft. Walton Bch/Dstn	.4/2.1
WJSB	1050	Crestvw/Ft. Walt Bch	.4/1.9
WAAZ-F	104.9	Crestvw/Ft. Walt Bch	1.3/4.1
WDJR-F	96.9	Enterprise/Dothan	1.3/3.6
WFSY-F	98.5	Panama City	.4/3.9
WGCX-F	104.1	Atmore	.9/6.2
WJLQ-F	100.7	Pensacola	1.7/11.4

RADIO STATIONS

WKSM-F,	99.3,	3 KW @ 214 ,	CHR	APR,	$ NA	(Durpetti)			Z. Rowley
WMMK-F,	92.1,	3 KW @ 294 ,	Country	NBC,	$18.00	(Roslin)		(DESTIN)	G. Bruce
WWAV-F,	102.3,	3 KW @ 328 ,	AC/Oldie	UNISUP/UNULT,	$20.00	(Republic)	Opus	(SANTA ROSA)	R. Quinn
WWSF-F,	98.1,	100 KW @ 1040 ,	CHR	ABC I,	$22.00	(---)	CR	(ANDALUSIA)	R. Anderson
WYZB-F,	105.5,	6 KW @ 345 ,	Oldies	UNISUP UNIULT,	$ NA	(HNWH)		(MARY ESTER)	J. Yeiser

Other ranked stations — see Mobile or Pensacola in Spring 90 edition

FREDERICK, MD

MSA Rank/Pop: NA
ARB Rank/Pop: 212/120,100
Market TSL: 24.75
Average Person Rating: 18.7

Diaries: 282/426:1
Sample Target: 290
% Below Line: 57.0
% Not Listed: 23.6

Retail $: 0.9 Bil
FM Share: 75.00%
Stations: 20/4

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WFMD	23/10.2		9.8		14.2	325	27.1	24.7	25.1			
2. WZYQ-F	22/ 9.8		10.3		10.7	331	27.6	10.3	10.7			
3. WFRE-F	21/ 9.3		6.7		12.7	201	16.7	13.5	21.2			
4. WMZQ-F	15/ 6.7		8.8		9.1	119	9.9	16.1	18.4			
5. WLTT-F	12/ 5.3		2.1		1.0	93	7.7	6.4	7.8			
6. WARX	10/ 4.4		2.1		2.0	108	9.0	7.6	10.9			
WPOC-F	10/ 4.4		4.1		2.0	132	11.0	13.1	8.7			
8. WWDC-F	9/ 4.0		4.1		5.1	171	14.2	16.0	12.3			
9. WQSI	8/ 3.6		6.2		2.5	160	13.3	8.8	6.7			
10. WGRX-F	7/ 3.1		5.7		5.1	123	10.2	13.1	10.7			

12+ AMD

1. WFMD >
2. WWZYQ-F
3. WMZQ-F<
4. WFRE-F

12+ MID

1. WFRE-F>
2. WZYQ-F<
3. WMZQ-F<
4. WFMD
   WLTT-F

12+ PMD

1. WFRE-F
2. WZYQ-F<
3. WFMD
4. WLTT-F
   WWDC-F

12+ EVE

1. WZYQ-F>>
2. WFMD
3. WGRX-F
4. WFRE-F

ADULTS 18-34

1. WZYQ-F>
2. WARX >
3. WLTT-F
   WWDC-F

ADULTS 25-54

1. WZYQ-F
   WMZQ-F
3. WLTT-F
4. WARX
5. WFMD

ADULTS 35-64

1. WFMD <
2. WMZQ-F>>
3. WQSI-F
   WLTT-F
   WPOC-F

MEN 25-54

1. WZYQ-F
2. WMZQ-F
3. WFMD
4. WFRE-F
   WCXR-F

WOMEN 25-54

1. WLTT-F
2. WQSI
   WARX
4. WMZQ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WASH-F	97.1	Washington	1.3/3.7
WAVA-F	105.1	Arlington/Washngtn	2.2/10.2
WBAL	1090	Baltimore	.9/4.2
WCXR-F	105.9	Woodbridge/Wshngtn	2.7/9.2
WGTY-F	107.7	Gettysburg	.9/4.7
WHUR-F	96.3	Washington	.9/3.7
WIYY-F	97.9	Baltimore	.9/4.2
WKYS-F	93.9	Washington	1.8/4.0
WPGC-F	95.5	Morningside	1.8/7.8
WRQX-F	107.3	Washington	2.2/11.4

RADIO STATIONS

WFMD,	930,	5 KW/2.5 KW (DA-N) ,	MOR/Full Service	CBS, $ NA	(---)	Gibbons	F. Velhmeyer
WQSI,	820,	5 KW/500 W (DA-N) ,	Country	ABC E, $ NA	(Roslin)		T. Boock
WFRE-F,	99.9,	9 KW @ 1100 ,	EZ	, $ NA	(---)	Gibbons	F. Velhmeyer
WZYQ-F,	103.9,	380 W @ 912 ,	CHR	ABC C, $ NA	(Roslin)		T. Boock

WARX — see Hagerstown
Other ranked stations -- see Washington or Baltimore in Spring 90 edition

GAINESVILLE, FL

MSA Rank/Pop: 199/212,900
ARB Rank/Pop: 182/159,100
Market TSL: 19.5
Average Person Rating: 14.2

Diaries: 388/410:1
Sample Target: 360
% Below Line: 11.2
% Not Listed: 20.8

Retail $: 1.3 Bil
FM Share: 88.27%
Stations: 14/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WRUF-F	41/18.1	18.5	18.0	16.5	11.8	587	36.9	28.6	27.0	20.5	50	603
2. WYKS-F	33/14.6	11.2	13.3	12.7	14.4	526	33.1	29.2	30.9	13.5	33	497
3. WKTK-F	20/ 8.8	11.2	6.6	11.9	18.3	367	23.1	24.5	30.4	9.4	23	325
WYGC-F	20/ 8.8	6.5	10.0	8.1	5.7	262	16.5	15.4	11.9	10.2	25	236
5. WLUS	12/ 5.3	2.6	9.5	4.7	8.7	89	5.6	7.9	7.9	2.9	7	81
6. WJHM-F	11/ 4.9	10.8	2.4	5.5	2.2	114	7.2	6.9	4.9	9.4	23	254
7. WLCL-F	9/ 4.0	2.6	2.4	5.9	5.2	149	9.4	11.9	14.2	4.5	11	199
8. WMMZ-F	8/ 3.5	2.6	4.7	6.8	3.5	278	17.5	13.3	11.5	3.3	8	188
WRUF	8/ 3.5	2.2	3.8	4.2	4.8	141	8.9	14.3	14.1	2.0	5	118

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRUF-F	1. WRUF-F>	1. WRUF-F>	1. WYKS-F>
2. WYKS-F	2. WYKS-F<	2. WYKS-F	2. WRUF-F>
3. WKTK-F	3. WKTK-F	3. WYGC-F<	3. WKTK-F
4. WYGC-F	4. WYGC-F	4. WKTK-F	WMMZ-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRUF-F>	1. WRUF-F>	1. WRUF-F>	1. WRUF-F>	1. WKTK-F
2. WYKS-F>	2. WKTK-F	2. WYGC-F	2. WYGC-F	2. WRUF-F
3. WKTK-F	3. WYGC-F	3. WKTK-F	3. WKTK-F	3. WYKS-F
4. WYGC-F	4. WYKS-F		4. WYKS-F	4. WYGC-F
WJHM-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGGG	1230	Gainesville	.4/3.5
WYOC-F	104.9	High Springs	3.1/6.9
WAPE-F	95.1	Jacksonville	.4/5.3
WMFQ-F	92.9	Ocala	3.1/3.6
WNFI-F	99.9	Palatka	.4/4.4

RADIO STATIONS

WLUS,	980,	5 KW/166 W ,	Nostalgia	UNIULT, $18.00	(Roslin)			W. Morris
WRUF,	850,	5 KW (DA-N) ,	Oldies	CBS, $13.00	(Smith)	Univ. of Florida		J. Geason
WYKS-F,	106.5,	3 KW @ 265 ,	CHR	, $28.00	(Republic)			D. Gillen
WKTK-F,	98.5,	100 KW @ 1330 ,	AC	, $23.00	(—)		(CRYSTAL RIVER)	G. Granger
WLCL-F,	97.7,	3 KW @ 300 ,	Soft AC	UNISUP UNIULT, $17.00	(Christal)		(MICANOPY)	S. Sullivan
WMMZ-F,	93.7,	100 KW @ 1340 ,	CHR	ABC FM, $19.00	(K & P)	Wooster Newspapers	(OCALA)	R. Hawk
WRUF-F,	103.7,	100 KW @ 738 ,	AOR	ABC R, $25.00	(Smith)	Univ. of Florida		J. Geason
WYGC-F,	100.9,	3 KW @ 300 ,	Country	ABC E UNISUP, $22.00	(Mc-Guild)			T. Stinson
WYOC-F,	104.9,	1.6 KW @ 450 ,	Oldies	CNN UNISUP, $15.00	(—)		(HIGH SPRINGS)	R. Forrester

WJHM — see Orlando in Spring 90 edition

GRAND FORKS, ND - MN

MSA Rank/Pop: 347/70,400
ARB Rank/Pop: 242/84,500
Market TSL: 21.25
Average Person Rating: 16.3

Diaries: 329/257:1
Sample Target: 260
% Below Line: 4.7
% Not Listed: 22.5

Retail $: 0.7 Bil
FM Share: 80.37%
Stations: 15/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KQHT-F	19/13.8		17.2		11.4	295	34.9	36.8	23.9			
2. KYCK-F	16/11.6		6.0		12.2	192	22.7	13.0	19.6			
3. KKXL-F	15/10.9		3.3		15.4	244	28.9	17.9	29.3			
4. KSNR-F	13/ 9.4		10.6		8.1	155	18.3	17.8	11.7			
5. KJKJ-F	7/ 5.1		9.9		13.8	130	15.4	21.4	16.5			
KZLT-F	7/ 5.1		6.0		6.5	118	14.0	14.5	13.7			
7. KNOX	6/ 4.3		7.3		6.5	136	16.1	19.9	20.3			
KNOX-F	6/ 4.3		----		----	102	12.1	----	----			
9. KCNN	5/ 3.6		4.0		1.6	75	8.9	9.0	9.2			
10. KKCQ	4/ 2.9		1.3		----	41	4.9	3.6	----			
11. KROX	3/ 2.2		6.6		----	64	7.6	9.4	----			
KFGO-F	3/ 2.2		----		----	45	3.8	----	----			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYCK-F	1. KQHT-F	1. KQHT-F	1. KQHT-F>>
2. KQHT-F	2. KSNR-F<	2. KYCK-F<	2. KYCK-F
3. KKXL-F	3. KKXL-F	3. KKXL-F	3. KKXL-F
4. KNOX	KYCK-F	4. KSNR-F	
KSNR-F	5. KJKJ-F		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KQHT-F	1. KYCK-F<	1. KSNR-F>	1. KYCK-F	1. KSNR-F
2. KKXL-F	2. KSNR-F>	2. KYCK-F	2. KSNR-F>	KYCK-F
KYCK-F	3. KQHT-F	3. KNOX-F	3. KJKJ-F	3. KQHT-F
4. KJKJ-F	KZLT-F	KZLT-F		KZLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KKXL	500	Grand Forks	.7/8.2
KFGO	790	Fargo	.7/5.3
WDAY	970	Fargo/Moorhead	.7/4.4

RADIO STATIONS

KCNN,	1590, 5 KW/1 KW (DA-2) ,	Talk	CNN ABC T,	$ 9.00	(---)			D. Norman
KKCQ,	1480, 5 KW/2.5 KW (DA-2),	MOR (?)	ABC I,	$ 8.00	(---)		(FOSSTON)	P. Ehlke
KNOX,	1310, 5 KW (DA-N) ,	MOR/Full Service	ABCE TALKNT,	$14.00	(Katz)	Ingstad		J. Hoberg
KROX,	1260, 1 KW/500 W (DA-N) ,	AC	MBS,	$ 9.00	(Jones)		(CROOKSTON)	F. Fee
KJKJ-F,	107.5, 100 KW @ 446 ,	AOR	UNIPWR,	$13.00	(Republic)			
KKXL-F,	92.9, 63 KW @ 386 ,	CHR	,	$15.00	(Torbet)			D. Cariveau
KNOX-F,	94.7, 100 KW @ 300 ,	Oldies	SMN,	$11.00	(katz)	Ingstad		J. Hoberg
KQHT-F,	96.1, 100 KW @ 415 ,	CHR	,	$17.00	(Torbet)		(CROOKSTON)	J. Kurtz
KSNR-F,	100.3, 100 KW @ 564 ,	Oldies	SMN,	$13.00	(K & P)		(THIEF RIVER, MN)	J. Swanson
KYCK-F,	97.1, 100 KW @ 360 ,	Country	ABC D,	$16.00	(HNWH)		(CROOKSTON)	M. Grange
KZLT-F,	104.3, 100 KW @ 444 ,	Soft AC	UNISUP UNIULT,	$15.00	(---)			D. Norman

GRAND JUNCTION, CO

MSA Rank/Pop: NA
ARB Rank/Pop: 251/73,600
Market TSL: 22.75
Average Person Rating: 16.6

Diaries: 310/237:1
Sample Target: 250
% Below Line: 1.0
% Not Listed: 17.2

Retail $: 0.5 Bil
FM Share: 86.14%
Stations: 10/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KEKB-F	29/23.8		19.2		16.0	276	37.5	30.1	26.0	23.9	27	287
2. KQIX-F	24/19.7		22.5		10.6	235	31.9	30.5	21.3	29.2	33	249
3. KSTR-F	14/11.5		7.5		14.9	218	29.6	27.9	31.6	11.5	13	219
4. KKLY-F	10/ 8.2		7.5		5.3	119	16.2	14.8	11.9	4.4	5	76
5. KJYE-F	9/ 7.4		4.2		3.2	105	14.3	7.3	6.7	3.5	4	78
6. KEXO	5/ 4.1		2.5		8.5	81	11.0	12.7	18.8	2.7	3	55
KSTR	5/ 4.1		1.7		5.3	113	15.4	11.8	11.5	6.2	7	105
8. KQIL	3/ 2.5		12.5		11.7	81	11.0	23.1	21.2	4.4	5	94

12+ AMD

1. KEKB-F>>
2. KQIX-F>
3. KSTR-F
4. KKLY-F

12+ MID

1. KEKB-F>>
2. KQIX-F>
3. KSTR-F
4. KKLY-F

12+ PMD

1. KEKB-F
2. KQIX-F
3. KSTR-F>
4. KJYE-F
   KKLY-F

12+ EVE

1. KQIX-F<
2. KEKB-F>
3. KSTR-F

ADULTS 18-34

1. KQIX-F>>
2. KEKB-F
   KSTR-F
4. KKLY-F

ADULTS 25-54

1. KEKB-F>
2. KSTR-F>
3. KQIX-F
4. KKLY-F

ADULTS 35-64

1. KEKB-F>>
2. KSTR-F
3. KEXO
   KKLY-F

MEN 25-54

1. KEKB-F>
2. KSTR-F>>
3. KQIX-F
4. KEXO

WOMEN 25-54

1. KEKB-F>
2. KKLY-F
   KQIX-F
4. KSTR-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KNZZ	1100	Grand Junction	.8/5.0
KAZY-F	106.7	Denver	.8/5.0

RADIO STATIONS

KEXO,	1230,	1 KW	,	Oldies	ABC I ABC D, $12.00	(---)		J. Spehar
KQIL,	1340,	1 KW	,	Country	NBC, $13.00	(Republic)		W. Phillips
KSTR,	620,	5 KW/79 W	,	Country	MBS, $14.00	(Mc-Guild)		D. Beck
KEKB-F,	99.9,	79 KW @ 1385	,	Country	, $25.00	(Banner)	(FRUITA)	D. Maynard
KJYE-F,	92.3,	100 KW @ 1859	,	EZ	, $10.00	(Eastman)		J. Terlouw
KKLY-F,	95.1,	100 KW @ 969	,	Soft AC	UNISUP, $14.00	(---)	(DELTA)	J. Spehar
KQIX-F,	93.1,	100 KW @ 1027	,	CHR	, $21.00	(Republic)		W. Phillips
KSTR-F,	96.1,	100 KW @ 1000	,	AC	, $17.00	(Mc-Guild)	(MONTROSE)	D. Beck

GREAT FALLS, MT

MSA Rank/Pop: 344/77,000
ARB Rank/Pop: 256/64,100
Market TSL: 19.75
Average Person Rating: 14.7

Diaries: 254/252:1
Sample Target: 250
% Below Line: 0.0
% Not Listed: 17.0

Retail $: 0.5 Bil
FM Share: 66.67%
Stations: 7/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KAAK-F	19/20.2		17.8		22.1	198	30.9	33.2	36.7			
2. KQDI-F	13/13.8		15.8		4.7	172	26.8	26.4	12.4			
3. KLFM-F	12/12.8		17.8		11.6	143	22.3	28.7	15.5			
4. KMON	11/11.7		10.9		12.8	162	25.1	26.2	21.5			
5. KEIN	8/ 8.5		5.9		9.3	108	16.8	16.3	12.9			
KMON-F	8/ 8.5		12.9		18.6	162	25.3	27.4	32.0			
7. KXGF	7/ 7.4		5.9		10.5	114	17.8	13.5	15.0			

12+ AMD

1. KLFM-F
2. KAAK-F
3. KMON <
4. KQDI-F

12+ MID

1. KAAK-F<
2. KQDI-F<
3. KMON
4. KLFM-F<
5. KEIN

12+ PMD

1. KAAK-F>
2. KQDI-F
3. KLFM-F
   KMON <
5. KEIN
   KMON-F

12+ EVE

1. KAAK-F>>
2. KLFM-F
3. KMON-F
   KQDI-F

ADULTS 18-34

1. KAAK-F
   KQDI-F>
3. KLFM-F
4. KMON-F

ADULTS 25-54

1. KAAK-F
   KQDI-F
3. KEIN
   KLFM-F

ADULTS 35-64

1. KEIN
   KMON
3. KLFM-F
4. KAAK-F
5. KQDI-F

MEN 25-54

1. KQDI-F>>
2. KAAK-F
   KEIN
4. KMON

WOMEN 25-54

1. KAAK-F
   KLFM-F>
3. KEIN

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KEIN,	1310,	5 KW/1 KW	,	Oldies	ABC D, $14.00	(Banner)		R. Young
KMON,	560,	5 KW (DA-N)	,	Country	ABC I, $15.00	(Mc-Guild)		J. Senst
KXGF,	1400,	1 KW (DA-2)	,	Nostalgia	, $10.00	(Torbet)		R. Banick
KAAK-F,	98.9,	100 KW @ 500	,	AC	, $20.00	(Torbet)	Sunbrook	R. Banik
KLFM-F,	92.9,	100 KW @ 450	,	Country	ABC D, $17.00	(Banner)		H. Balfanz
KMON-F,	94.5,	36 KW @ 470	,	CHR	UNIPWR, $16.00	(Mc-Guild)		J. Senst
KQDI-F,	106.1,	100 KW @ 620	,	Classic AOR	, $18.00	(Republic)		B. Lockhart

HAGERSTOWN-CHAMBERSBURG-WAYNESBORO, MD-PA

MSA Rank/Pop: 302/118,200
ARB Rank/Pop: 155/199,700
Market TSL: 23.0
Average Person Rating: 17.0

Diaries: 394/507:1
Sample Target: 400
% Below Line: 20.3
% Not Listed: 29.1

Retail $: 1.3 Bil
FM Share: 87.55%
Stations: 21/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WIKZ-F	37/10.9		11.7		10.7	479	24.0	27.7	22.9	10.8	35	519
2. WAYZ-F	33/ 9.7		10.6		12.6	431	21.6	19.2	20.7	13.0	42	460
3. WQCM-F	25/ 7.4		7.3		6.7	319	16.0	19.0	16.4	9.3	30	487
4. WYII-F	20/ 5.9		7.3		5.2	196	9.8	13.4	11.3	6.5	21	236
5. WWMD-F	16/ 4.7		3.1		6.7	167	8.4	8.4	11.0	2.5	8	109
6. WFRE-F	14/ 4.1		2.1		4.0	171	8.6	7.5	9.0	3.4	11	207
7. WGLL-F	12/ 3.5		4.4		4.6	197	9.9	10.1	10.6	1.9	6	204
8. WARX-F	10/ 2.9		2.6		4.6	149	7.5	8.6	6.7	4.6	15	126

12+ AMD

1. WAYZ-F<
2. WIKZ-F>
3. WQCM-F<
4. WYII-F

12+ MID

1. WIKZ-F<
2. WAYZ-F<
3. WQCM-F
4. WYII-F<
5. WWMD-F

12+ PMD

1. WAYZ-F<
2. WIKZ-F>
3. WQCM-F<
4. WYII-F

12+ EVE

1. WIKZ-F>
2. WQCM-F>
3. WAYAZ-F
4. WKMZ-F

ADULTS 18-34

1. WIKZ-F
2. WQCM-F>
3. WAYZ-F>

ADULTS 25-54

1. WAYZ-F<
2. WIKZ-F>
3. WGLL-F
4. WQCM-F

ADULTS 35-64

1. WAYZ-F
2. WYII-F>
3. WWMD-F
4. WIKZ-F

MEN 25-54

1. WAYZ-F>
2. WIKZ-F
3. WQCM-F
   WYII-F
   WGLL-F

WOMEN 25-54

1. WIKZ-F
2. WAYZ-F>
3. WGLL-F>
4. WARX-F
   WQCM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARK	1490	Hagerstown	.9/3.9
WCHA	800	Chambersburg	2.6/7.5
WHAG	1410	Halfway/Hagerstown	2.1/4.1
WJEJ	1240	Hagerstown	2.4/9.0
WKSL-F	94.3	Greencastle/Waynsboro	2.6/5.1
WCXR-F	105.9	Woodbridge/Wshngtn	.9/4.6
WGRX-F	100.7	Westmnstr/Baltmore	2.6/6.0
WINC-F	92.5	Winchester	.9/3.0
WKMZ-F	97.5	Martinsburg	2.6/8.7
WMZQ-F	98.7	Washington	.3/2.3
WPGC-F	95.5	Morningside	.6/3.0
WPOC-F	93.1	Baltimore	.3/2.3
WWDC-F	101.1	Washington	2.1/6.6

RADIO STATIONS

WCHA,	800,	1 KW/196 W ,	Country	NBC, $12.00	(—)		(CHAMBERSBURG)	D. Burchill
WHAG,	1410,	1 KW (DAYS) ,	MOR/Talk	ABC I, $13.00	(Dome)		(HALFWAY)	K. Albright
WJEJ,	1240,	1 KW ,	AC	CBS, $10.00	(—)		(HAGERSTOWN)	J. Staub
WARX-F,	106.9,	16 KW @ 855 ,	AC	CNN UNIULT, $15.00	(K & P)		(HAGERSTOWN)	E. Manning
WAYZ-F,	101.5,	50 KW @ 230 ,	Country	APR, $26.00	(Republic)	Verstandig	(WAYNESBORO)	M. Martin
WGLL-F,	92.1,	3.3 KW @ 295 ,	AC	ABC D, $16.00	(—)		(MERCERSBURG)	P. Low
WIKZ-F,	95.1,	50 KW @ 480 ,	CHR	, $23.00	(—)		(CHAMBERSBURG)	M. Kellan
WQCM-F,	96.7,	4 KW @ 165 ,	CHR	ABC FM, $15.00	(Dome)		(HALFWAY)	K. Albright
WWMD-F,	104.7,	7 KW @ 1320 ,	EZ	, $14.00	(—)		(HAGERSTOWN)	J. Staub
WYII-F,	95.9,	3 KW @ 300 ,	Country	NBC, $15.00	(Market 4)		(WILLIAMSPORT)	K. Smith

WFRE -- See Frederick --

HARRISONBURG, VA

MSA Rank/Pop: NA
ARB Rank/Pop: 249/74,000
Market TSL: 23.0
Average Person Rating: 17.3

Diaries: 427/173:1
Sample Target: 250
% Below Line: 0.0
% Not Listed: 26.6

Retail $: 0.6 Bil
FM Share: 70.21%
Stations: 9/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WQPO-F	30/23.4					294	39.7			34.1	42	387
2. WKCY-F	25/19.5					209	28.2			13.0	16	237
3. WSVA	19/14.8					238	32.2			15.4	19	222
4. WHBG	4/ 3.1					78	10.5			4.1	5	71
WPKZ-F	4/ 3.1					96	13.0			5.7	7	119
WRDJ-F	4/ 3.1					68	9.2			1.6	2	70

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSVA	1. WQPO-F	1. WQPO-F>	1. WQPO-F>>
2. WQPO-F>	2. WKCY-F>>	2. WKCY-F>	2. WKCY-F
3. WKCY-F>	3. WSVA	3. WSVA	3. WSVA

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WQPO-F>>	1. WKCY-F	1. WKCY-F>>	1. WKCY-F	1. WKCY-F
2. WKCY-F>>	2. WQPO-F>>	2. WSVA >	2. WQPO-F>>	2. WQPO-F>>
		3. WQPO-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBTX	1470	Broadway-Timberville	2.3/7.8
WKCY	1300	Harrsnbrg/Staunton	1.6/11.6
WSGM-F	93.5	Staunton	2.3/9.1

RADIO STATIONS

WHBG,	1360,	5 KW (DAYS)	,	Country	UNIULT, $ 9.00	(Savalli)		R. Dean
WSVA,	550,	5 KW/1 KW	,	News/Talk	ABC I APR, $20.00	(Republic)	VerStandig	D. Ridgeway
WKCY-F,	104.3,	50 KW @ 140	,	Country	, $17.00	(---)		F. Kelley
WPKZ-F,	98.5,	900 W @ 1607	,	AC	ABC D, $11.00	(---)	(ELKTON)	E. Evans
WQPO-F,	100.7,	50 KW @ 500	,	CHR	ABC C, $25.00	(Republic)	VerStandig	D. Ridgeway
WRDJ-F,	105.1,	3 KW @ 119	,	Classic AOR	, $12.00	(---)	(BRIDGEWATER)	R. Dean

ITHACA, NY

MSA Rank/Pop: NA
ARB Rank/Pop: 248/79,200
Market TSL: 19.0
Average Person Rating: 14.3

Diaries: 253/313:1
Sample Target: 250
% Below Line: 17.6
% Not Listed: 34.5

Retail $: 0.5 Bil
FM Share: 74.32%
Stations: 7/6

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WNYP-F	13/11.5		15.0		10.8	204	25.8	35.1	27.5			
WPCX-F	13/11.5		7.1		5.9	145	18.3	13.3	10.5			
3. WHCU	11/ 9.7		7.1		13.7	156	19.7	18.6	20.8			
WQNY-F	11/ 9.7		8.0		14.7	196	24.7	26.1	32.3			
WYXL-F	11/ 9.7		8.0		11.8	206	26.0	20.6	26.4			
6. WTKO	8/ 7.1		5.3		7.8	110	13.9	12.5	12.4			
7. WVBR-F	7/ 6.2		9.7		8.8	157	19.8	28.6	27.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WHCU >	1. WTKO <	1. WPCX-F	1. WNYP-F>
2. WNYP-F	2. WQNY-F<	2. WQNY-F	2. WPCX-F
WTKO	3. WYXL-F	3. WNYP-F	3. WVBR-F>
4. WPCX-F	4. WNHP-F	4. WYXL-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WNHP-F<	1. WQNY-F	1. WPCX-F>	1. WPCX-F>	1. WQNY-F>
2. WYXL-F	WPCX-F	2. WQNY-F	2. WYXL-F	2. WYXL-F
3. WVBR-F	3. WYXL-F	3. WHCU	3. WQNY-F	3. WNYP-F
4. WQNY-F		WYXL-F	4. WVBR-F	WPCX-F
WPCX-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WHCU,	870,	5 KW/1 KW (DA-N),	MOR	CBS UNISUP,	$18.00	(Christal)		K. Cowan
WTKO,	1470,	5 KW/1 KW (DA-N),	MOR/Full Service	ABC I/E,	$13.00	(Torbet)		J. Gilmore
WNYP-F,	99.9,	23 KW @ 730 ,	CHR	,	$16.00	(Katz)	(CORTLAND)	R. may
WQNY-F,	103.7,	12 KW @ 878 ,	Classic AOR	,	$16.00	(Torbet)		J. Gilmore
WVBR-F,	93.5,	3 KW @ 250 ,	AOR	NBC,	$13.00	(K & P)		B. Mellone
WYXL-F,	97.3,	26 KW @ 580 ,	AC	UNISUP UNIULT,	$15.00	(Christal)		K. Cowan
WPCX-F,	106.9,	45 KW @ 530 ,	Country	SMN,	$16.00	(---)	(AUBURN)	R. Ducayne

JOPLIN, MO

MSA Rank/Pop: 267/136,100
ARB Rank/Pop: 219/113,900
Market TSL: 23.25
Average Person Rating: 16.9

Diaries: 376/303:1
Sample Target: 300
% Below Line: 6.7
% Not Listed: 15.5

Retail $: 0.9 Bil
FM Share: 80.98%
Stations: 15/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KIXQ-F	48/24.9		16.1		7.8	414	36.3	27.0	12.3			
2. KSYN-F	29/15.0		16.1		18.6	315	27.7	31.5	29.5			
3. KKUZ-F	20/10.4		8.1		15.0	242	21.2	22.5	29.0			
4. KOCD-F	11/ 5.7		----		1.2	97	8.5	----	3.2			
5. KMOQ-F	10/ 5.2		4.3		3.6	126	11.1	11.1	7.9			
KRGK-F	10/ 5.2		7.0		3.6	123	10.8	13.7	8.0			
7. WMBH	8/ 4.1		4.3		5.4	122	10.7	10.0	9.1			
8. KBTN	5/ 2.6		1.6		2.4	48	4.2	5.7	5.5			
KFSB	5/ 2.6		3.2		2.4	81	7.1	13.7	10.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KIXQ-F>	1. KIXQ-F>>	1. KIXQ-F>	1. KIXQ-F
2. KSYN-F>	2. KKUZ-F<	2. KSYN-F<	2. KSYN-F>>
3. KKUZ-F	3. KSYN-F>	3. KKUZ-F>	3. KKUZ-F
4. KRGK-F	4. KRGK-F	4. KMOQ-F	4. KFSB

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KIXQ-F>	1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>	1. KIXQ-F>>
2. KSYN-F>	2. KKUZ-F	2. KKUZ-F	2. KKUZ-F>	2. KKUZ-F
3. KKUZ-F	3. KSYN-F	KMOQ-F	3. KMOQ-F	3. KSYN-F>
4. KOCD-F	4. KMOQ-F	4. KRGK-F	4. KSYN-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDMO	1490	Carthage	1.0/3.8
KKLL	1100	Webb City	2.1/3.3
KKOW	860	Pittsburgh	2.1/6.0
KKOW-F	96.9	Pittsburgh	2.1/11.1
KQYX	1560	Joplin	.5/3.6
KWAS	1230	Joplin/Pittsburgh	1.0/2.8

RADIO STATIONS

KBTN,	1420,	1 KW/500 W (DA-N),	Country	SMN, $ 9.00	(---)		(NEOSHO)	D. Winegardner
KFSB,	1310,	5 KW/1 KW (DA-2) ,	MOR	ABC E UNISUP, $10.00	(Banner)			P. Swint
WMBH,	1450,	1 KW/250 W ,	Country	, $12.00	(Republic)	Demaree		B. Hendrickson
KIXQ-F,	93.9,	50 KW @ 300 ,	Country	ABC E, $18.00	(Banner)		(WEBB CITY)	P. Swint
KKUZ-F,	102.5,	100 KW @ 400 ,	AC	UNIPWR, $16.00	(Republic)	Demaree		
KMOQ-F,	107.1,	6 KW @ 300 ,	Oldies	, $12.00	(Riley)		(BAXTER SPG, KS)	T. Schulte
KRGK-F,	104.9,	1.5 KW @ 450 ,	EZ	ABC D, $10.00	(---)		(CARTHAGE)	R. Kolpin
KSYN-F,	92.5,	100 KW @ 430 ,	CHR	ABC R, $19.00	(K & P)			W. Neal
KOCD-F,	98.3,	3 KW @ 300 ,	AOR	, $12.00	(---)		(COLUMBUS, KS)	J. Freeman

KILLEEN-TEMPLE, TX

MSA Rank/Pop: 184/235,000
ARB Rank/Pop: 153/201,100
Market TSL: 22.0
Average Person Rating: 16.1

Diaries: 462/435:1
Sample Target: 400
% Below Line: 48.5
% Not Listed: 15.8

Retail $: 1.2 Bil
FM Share: 85.29%
Stations: 15/8

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KBTS-F	48/14.9		12.7		22.6	693	34.5	33.5	41.1			
2. KOOV-F	46/14.2		10.7		10.8	446	22.2	18.2	16.9			
3. KLTD-F	43/13.3		14.4		2.1	379	18.8	26.3	8.3			
4. KIIZ	27/ 8.4		9.9		11.1	241	12.0	11.2	17.1			
KPLE-F	27/ 8.4		5.6		1.2	252	12.5	6.7	5.9			
6. KLBJ-F	17/ 5.3		6.8		3.0	168	8.4	11.0	6.2			
7. KIXS-F	15/ 4.6		5.1		6.9	321	16.0	16.3	18.4			
8. KRYL-F	12/ 3.7		---		1.2	110	5.5	----	4.4			
9. KWTX-F	10/ 3.1		2.8		2.4	217	10.8	13.1	13.0			
10. KYZZ-F	7/ 2.2		2.8		4.5	137	6.8	11.7	20.8			
WBAP	7/ 2.2		2.5		4.2	108	5.4	8.6	9.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KBTS-F	1. KLTD-FL	1. KLTD-F	1. KBTS-F>
2. KOOV-F<	2. KBTS-F<	2. KBTS-F	2. KOOV-F<
3. KLTD-F>	3. KOOV-F>	3. KOOV-F>	3. KPLE-F<
4. KPLE-F	4. KIIZ <	4. KLBJ-F<	4. KLTD-F
	5. KPLE-F	5. KIIZ	
		KPLE-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KBTS-F>	1. KLTD-F>	1. KLTD-F>	1. KLTD-F>	1. KLTD-F<
2. KOOV-F<	2. KOOV-F>	2. KOOV-F	2. KOOV-F	2. KOOV-F>
3. KIIZ	3. KBTS-F	3. KPLE-F	3. KBTS-F	3. KPLE-F<
4. KLBJ-F	4. KIIZ	4. KBTS-F	4. KIIZ	4. KBTS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KTEM	1400	Temple/Killeen	1.5/4.8
KTON	940	Belton/Killeen	.3/ .9
KASE-F	100.7	Austin	.6/5.2
KNFO-F	95.5	Waco	1.5/7.9

RADIO STATIONS

KIIZ,	1050,	250 W (DAYS)	,	Black	APR, $11.00	(Christal)		K. Williams
KIXS-F,	105.5,	3 KW @ 390	,	CHR	APR, $11.00	(Christal)	(HARKER HGTS)	K. Williams
KOOV-F,	103.1,	.8 KW @ 630	,	Country	ABC E, $20.00	(Riley)	(COOPERAS COVE)	G. Christie
KPLE-F,	104.9,	3 KW @ 300	,	Country	, $15.00	(—)	Formby	C. Schlelper
KRYL-F,	98.3,	3 KW @ 300	,	Country	, $10.00	(Riley)	(GATESVILLE)	D. Maples
KYZZ-F,	106.3,	1 KW @ 489	,	CHR	ABC I, $ 9.00	(HNWH)	(BELTON)	T. Weaver

WBAP — See Dallas
Other ranked stations — see Austin or Waco in Spring 90 edition

LA CROSSE, WI

MSA Rank/Pop: 328/96,300
ARB Rank/Pop: 246/81,200
Market TSL: 21.25
Average Person Rating: 16.3

Diaries: 253/321:1
Sample Target: 260
% Below Line: 4.3
% Not Listed: 12.1

Retail $: 0.7 Bil
FM Share: 66.38%
Stations: 11/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WIZM-F	24/18.2		12.4		23.5	312	38.4	42.8	44.9			
WKTY	24/18.2		11.1		14.4	255	31.4	24.1	27.9			
3. WLXR-F	15/11.4		13.1		17.4	267	32.9	37.6	39.4			
4. KQEG-F	12/ 9.1		6.5		----	156	19.2	19.3	----			
5. WQJY-F	10/ 7.6		5.9		4.5	161	19.8	18.8	14.7			
WSPL-F	10/ 7.6		10.5		6.8	124	15.3	21.3	20.4			
7. WIZM	9/ 6.8		6.5		6.1	143	17.6	18.9	16.9			
8. WCOW-F	5/ 3.8		2.0		3.0	75	9.2	10.1	9.7			
9. WKBH	4/ 3.0		3.3		3.0	46	5.7	6.1	6.7			
10. WLFN	2/ 1.5		3.9		3.0	63	7.8	11.6	9.3			
11. WKBH-F	1/ .8		4.6		2.3	60	7.4	12.6	10.0			

12+ AMD

1. WKTY >
2. WIZM-F
3. WLXR-F<
4. KQEG-F
   WIZM

12+ MID

1. WKTY
2. WIZM-F
3. KQEG-F
4. WLXR-F

12+ PMD

1. WIZM-F
2. WKTY
3. WLXR-F>
4. WQJY-F
   WSPL-F

12+ EVE

1. WIZM-F>>
2. WLXR-F>
3. WIZM
   WKTY

ADULTS 18-34

1. WIZM-F>>
2. WLXR-F
3. WSPL-F
4. KQEG-F

ADULTS 25-54

1. WIZM-F
2. WSPL-F
3. KQEG-F
4. WLXR-F

ADULTS 35-64

1. WKTY >
2. KQEG-F
   WQJY-F
4. WIZM

MEN 25-54

1. WSPL-F
2. KQEG-F
3. WIZM-F
   WKTY
5. WLXR-F

WOMEN 25-54

1. WIZM-F>
2. KQEG-F
   WSPL-F
4. WLXR-F
   WQJY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WIZM,	1410,	5 KW (DA-2) ,	MOR/Talk	NBC ABC T, $14.00	(Republic)	Midwest Family		R. Record
WKBH,	1570,	1 KW/500 W (DA-1),	Nostalgia	SMN, $ 7.00	(---)		(HOLMEN)	M. Schmitz
WKTY,	580,	5 KW/1 KW (DA-2) ,	Country	ABC I UNISUP, $19.00	(Katz)	May		S. Stach
WLFN,	1490,	1 KW ,	Oldies	RADRAD UNISUP, $ 8.00	(Torbet)			K. Gephart
KQEG-F,	102.7,	3 KW @ 300 ,	Oldies	, $12.00	(K & P)		(LA CRESCENT, MN)	E. St. John
WIZM-F,	93.3,	100 KW @ 1000 ,	CHR	ABC C, $25.00	(Republic)	Midwest Family		R. Recoard
WLXR-F,	104.9,	1 KW @ 430 ,	CHR	UNISUP UNIPWR, $18.00	(Torbet)			K. Gephart
WQJY-F,	100.1,	1.6 KW @ 400 ,	EZ	, $ 9.00	(---)		(W. SALEM)	T. Desjarlais
WSPL-F,	95.7,	50 KW @ 492 ,	AC	ABC E UNISUP, $17.00	(Katz)	May		S. Stach
WCOW-F,	97.1,	100 KW @ 634 ,	Country	MBS, $ NA	(---)		(SPARTA)	J. Rice

LAFAYETTE, IN

MSA Rank/Pop: 284/125,900	Diaries: 355/297:1	Retail $: 0.8 Bil
ARB Rank/Pop: 226/105,300	Sample Target: 290	FM Share: 78.79%
Market TSL: 20.5	% Below Line: 14.4	Stations: 11/6
Average Person Rating: 15.4	% Not Listed: 18.5	

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WAZY-F	28/17.3	16.4	21.5	22.9	27.8	397	37.7	42.2	43.8			
2. WASK-F	27/16.7	19.2	15.2	16.7	18.3	276	26.2	21.3	20.3			
3. WASK	22/13.6	13.0	19.0	16.0	11.9	235	22.3	20.7	19.9			
4. WKHY-F	20/12.3	11.0	13.9	11.8	10.3	291	27.6	29.4	24.7			
5. WKJM-F	12/ 7.4	6.2	2.5	4.2	2.4	227	21.6	14.5	7.2			
6. WFBQ-F	9/ 5.6	7.5	7.0	11.8	8.7	214	20.3	22.4	19.9			
7. WSHW-F	6/ 3.7	4.1	3.2	1.4	—	128	12.2	8.9	—			
8. WCFY	4/ 2.5	2.1	—	—	4.8	81	7.7	—	5.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WASK	1. WAZY-F<	1. WAZY-F>	1. WAZY-F>
2. WASK-F>	2. WKHY-F<	2. WKHY-F	2. WKHY-F>
3. WAZY-F	3. WASK-F	3. WASK-F	3. WKJM-F
4. WKHY-F	4. WASK	4. WKJM-F<	4. WASK-F
		5. WASK	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WAZY-F>	1. WASK-F>	1. WASK-F>	1. WKHY-F>	1. WASK-F>>
2. WKHY-F	2. WKHY-F	2. WASK >>	2. WASK-F>	2. WAZY-F
3. WKJM-F WFBQ-F	3. WAZY-F>	3. WAZY-F WKHY-F	3. WAZY-F>	3. WASK WSHW-F
	4. WASK			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMC-F	103.9	Crawfordsville	.6/2.8
WKLR-F	93.1	Indianapolis	.6/2.1
WTUX	1310	Indianapolis	1.2/3.0

RADIO STATIONS

WASK,	1450,	1 KW ,	MOR	NBC, $21.00	(Republic)	Duchossois		H. Youart
WCFY,	1410,	1 KW/65 W ,	Religion	, $ 7.00	(—)			S. Springer
WASK-F,	105.3,	50 KW @ 375 ,	Country	ABC E, $22.00	(Republic)	Duchossois		H. Youart
WAZY-F,	96.5,	50 KW @ 500 ,	CHR	ABC C, $27.00	(Christal)	Heritage-Angotti		T. Brown
WKHY-F,	93.5,	3 KW @ 215 ,	AOR/Classic	APR, $17.00	(Katz)			E. McCarty
WKJM-F,	95.3,	2.5 KW @ 440 ,	CHR	, $14.00	(—)		(MONTICELLO)	N. Nussbaum
WSHW-F,	99.7,	50 KW @ 460 ,	AC	, $15.00	(—)		(FRANKFORT)	V. Kasper

WFBQ -- see Indianapolis in Spring 90 report

LAKE CHARLES, LA

MSA Rank/Pop: NA
ARB Rank/Pop: 195/137,900
Market TSL: 19.25
Average Person Rating: 14.4

Diaries: 359/384:1
Sample Target: 340
% Below Line: 19.8
% Not Listed: 13.1

Retail $: 1.1 Bil
FM Share: 75.00%
Stations: 14/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	METRO CUME RATING S89	METRO CUME RATING S88	B I R C H SHR	B I R C H AQH	B I R C H CUME
1. KYKZ-F	45/22.7		20.6		17.4	449	32.6	36.3	27.6			
2. KHLA-F	22/11.1		6.3		11.9	321	23.3	18.0	19.0			
3. KBIU-F	21/10.6		13.4		17.9	372	27.0	30.6	32.7			
4. KXZZ	18/ 9.1		12.6		7.7	239	17.3	16.4	12.3			
5. KTQQ-F	16/ 8.1		9.7		8.9	249	18.1	21.7	14.2			
6. KALO	9/ 4.5		1.7		3.0	104	7.5	5.3	4.1			
KIOC-F	9/ 4.5		2.9		3.4	166	12.0	10.7	9.2			
8. KHYS-F	8/ 4.0		2.5		6.4	100	7.3	9.6	10.6			

12+ AMD

1. KYKZ-F>>
2. KHLA-F
3. KBIU-F
4. KXZZ
   KALO

12+ MID

1. KYKZ-F>>
2. KHLA-F>
3. KBIU-F

12+ PMD

1. KYKZ-F>
2. KBIU-F
3. KXZZ
4. KHLA-F

12+ EVE

1. KBIU-F>>
2. KTQQ-F
   KYKZ-F
4. KIOC-F

ADULTS 18-34

1. KYKZ-F>
2. KBIU-F
   KHLA-F
4. KXZZ

ADULTS 25-54

1. KYKZ-F>>
2. KHLA-F>>
3. KBIU-F
   KTQQ-F
   KXZZ

ADULTS 35-64

1. KYKZ-F>>
2. KHLA-F<
3. KTQQ-F
4. KALO

MEN 25-54

1. KYKZ-F>>
2. KHLA-F>>
3. KEZM
   KXZZ

WOMEN 25-54

1. KYKZ-F>>
2. KHLA-F>>
3. KTQQ-F
   KBIU-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAOK	1400	Lake Charles	2.5/6.5
KEZM	1310	Sulphur/LkChas	3.0/7.6
KLCL	1470	Lake Charles	2.5/6.5
KAJN-F	102.9	Crowley	3.0/8.0
KAYD-F	97.5	Beaumont/PtArthr	.5/2.7
KKMY-F	104.5	Orange/Beaumont	.5/5.3

RADIO STATIONS

KXZZ,	1580,	1 KW ,	Black	,	$14.00	(Katz)		D. Johnson
KBIU-F,	103.7,	100 KW @ 471 ,	CHR	,	$19.00	(Katz)		D. Johnson
KHLA-F,	99.5,	100 KW @ 400 ,	AC	ABC D UNISUP,	$17.00	(Republic)		G. Swift
KTQQ-F,	100.9,	3 KW @ 300 ,	Country	,	$14.00	(Christal)	(SULPHUR)	L. Basso
KYKZ-F,	96.1,	100 KW @ 1400 ,	Country	ABC I,	$26.00	(Banner)		R. Chambers

Other ranked stations — see Beaumont in Spring 90 edition

LAUREL - HATTIESBURG, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 197/130,600
Market TSL: 22.25
Average Person Rating: 16.8

Diaries: 378/345:1
Sample Target: 330
% Below Line: 11.1
% Not Listed: 21.9

Retail $: 1.0 Bil
FM Share: 74.85%
Stations: 15/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WBBN-F	22/10.0		11.0		5.1	227	17.4	19.9	9.1	10.5	13	144
WNSL-F	22/10.0		11.8		16.3	400	30.6	27.8	31.7	7.6	10	200
WQIS	22/10.0		10.6		5.6	143	10.9	12.4	11.7	1.5	2	84
4. WZKX-F	19/ 8.7		10.2		8.8	334	25.6	24.4	18.5	22.1	28	238
5. WHER-F	18/ 8.2		6.9		10.7	203	15.5	17.0	20.4	3.7	5	87
6. WJKX-F	12/ 5.5		5.7		4.2	164	12.6	12.2	9.3			
7. WJMG-F	10/ 4.6		4.9		7.9	151	11.6	13.5	9.8	12.1	15	147
WORV	10/ 4.6		3.7		6.5	98	7.5	7.5	5.0	3.8	5	52
9. WHSY-F	7/ 3.2		4.9		9.3	206	15.8	18.1	23.8	7.3	9	186

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WNSL-F<	1. WBBN-F	1. WQIS <	1. WNSL-F
2. WBBN-F	2. WNSL-F	2. WBBN-F	WZKX-F
WHER-F<	3. WHER-F	WZKX-F	3. WHER-F
4. WJKX-F	4. WQIS	WNSL-F	WJMG-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WNSL-F<	1. WBBN-F	1. WBBN-F	1. WBBN-F>	1. WQIS
2. WQIS <	2. WQIS	2. WHER-F>	2. WQIS	2. WNSL-F
3. WBBN-F	3. WNSL-F	3. WJKX-F	3. WNSL-F	WZKX-F
4. WZKX-F	4. WZKX-F	WJMG-F	4. WKNZ-F	4. WBBN-F
		WQIS		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAML	1340	Laurel	1.4/5.7
WBKH	950	Hattiesburg/Petal	2.3/5.3
WFOR	1400	Hattiesburg	1.4/4.5
WKNZ-F	101.7	Collins	2.7/11.2
WMFM-F	106.3	Petal/Hattiesburg	2.7/9.3
WMXI-F	98.1	Laurel	2.7/6.1

RADIO STATIONS

WORV,	1580,	1 KW (DAYS) ,	Black	NBN,	$ 7.00	(Dora)		V. Floyd
WQIS,	890,	10 KW (DAYS) ,	Black	ABC FM,	$10.00	(HNWH)		J. Schneider
WBBN-F,	95.9,	31 KW @ 624 ,	Country	,	$13.00	(—)	(TAYLORSVILLE)	R. Blakeney
WHER-F,	103.7,	100 KW @ 1056 ,	EZ	NBC UNISUP,	$11.00	(K & P)		J. Cameron
WHSY-F,	104.5,	100 KW @ 500 ,	CHR	ABC C,	$ 8.00	(Republic)		T. Tibbett
WJKX-F,	102.5,	50 KW @ 500 ,	Country	ABC E,	$ 9.00	(Dora)	(ELLISVILLE)	J. Foretich
WJMG-F,	92.1,	3 KW @ 300 ,	Black	SBN,	$10.00	(Dora)		V. Floyd
WNSL-F,	100.3,	100 KW @ 1050 ,	AC	ABC FM,	$14.00	(HNWH)		J. Schneider

WZKX — see Biloxi

LAWTON, OK

MSA Rank/Pop: 305/117,500
ARB Rank/Pop: 237/95,700
Market TSL: 19.5
Average Person Rating: 14.1

Diaries: 284/337:1
Sample Target: 284
% Below Line: 8.5
% Not Listed: 21.5

Retail $: 0.6 Bil
FM Share: 88.68%
Stations: 10/5

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KLAW-F	33/24.4		24.0		23.3	350	36.6	29.4	36.3			
2. KMGZ-F	30/22.2		21.9		20.9	353	36.9	38.7	44.8			
3. KQLI-F	12/ 8.9		8.2		14.7	220	23.0	21.3	23.2			
4. KKRX-F	11/ 8.1		11.0		15.5	127	13.3	16.5	24.4			
KSWO	11/ 8.1		7.5		7.8	203	21.2	19.3	17.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLAW-F<	1. KLAW-F>	1. KLAW-F>	1. KMGZ-F>
2. KMGZ-F	2. KMGZ-F>	2. KMGZ-F>	2. KLAW-F>
3. KSWO	3. KQLI-F	3. KQLI-F	3. KQLI-F
	4. KKRX-F	4. KKRX-F	4. KKRX-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KMGZ-F>>	1. KLAW-F>>	1. KLAW-F>>	1. KLAW	1. KLAW-F>>
2. KLAW-F	2. KMGZ-F	2. KSWO >	2. KMGZ-F	2. KQLI-F
3. KKRX-F	3. KKRX-F	3. KMGZ-F	3. KKRX-F>	3. KMGZ-F
4. KQLI-F	KQLI-F	KQLI-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KLUR	99.9	Wichita Falls	.7/2.9
KNIN-F	92.9	Wichita Falls	2.2/8.9
KOMA	1520	Oklahoma City	.7/5.9
KRXO-F	107.7	Oklahoma City	.7/2.7
KYYI-F	104.7	Burkburnett	2.2/6.5

RADIO STATIONS

KSWO,	1380,	1 KW (DA-2) ,	"Urban Country"	SUN,	$ 8.00	(Roslin)	R. Kirby
KKRX-F,	98.1,	100 KW @ 201 ,	AC	,	$ 9.00	(HNWH)	M. Russell
KLAW-F,	101.5,	100 KW @ 590 ,	Country	ABC E,	$16.00	(Katz)	B. Shoemate
KMGZ-F,	95.3,	3 KW @ 295 ,	CHR	UNIPWR,	$14.00	(Republic)	C. Morgan
KQLI-F,	94.3,	3 KW @ 328 ,	AC	,	$10.00	(---)	J. Gardner

LONGVIEW-MARSHALL, TX

MSA Rank/Pop: 234/164,600
ARB Rank/Pop: 194/138,300
Market TSL: 21.75
Average Person Rating: 16.1

Diaries: 343/403:1
Sample Target: 340
% Below Line: 42.7
% Not Listed: 16.7

Retail $: 1.3 Bil
FM Share: 88.65%
Stations: 21/8

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KYKX-F	48/21.6		14.3		17.5	447	32.3	23.5	22.6	24.4	54	519
2. KNUE-F	23/10.4		5.4		6.3	254	18.4	15.1	13.0	8.1	18	216
3. KMHT-F	16/ 7.2		2.2		3.9	164	11.9	7.3	8.4	6.3	14	201
4. KTUX-F	15/ 6.8		8.5		12.6	241	17.4	17.1	22.1	11.8	26	432
5. KOOI-F	10/ 4.5		6.7		5.3	139	10.1	10.1	9.4	4.1	9	122
KTAL-F	10/ 4.5		4.5		4.4	96	6.9	10.1	10.1	3.6	8	209
7. KEES	9/ 4.1		1.8		4.4	64	4.6	5.8	5.7	2.3	5	99
8. KKTX-F	8/ 3.6		.9		4.9	127	9.2	7.2	11.6	1.8	4	137

12+ AMD

1. KYKX-F>>
2. KNUE-F>
3. KMHT-F
4. KEES
   KTUX-F
   KOOI-F

12+ MID

1. KYKX-F>>
2. KNUE-F>
3. KMHT-F
4. KEES

12+ PMD

1. KYKX-F>>
2. KNUE-F
3. KTUX-F>

12+ EVE

1. KYKX-F
2. KTUX-F
3. KTAL-F>
4. KKDA-F
   KNUE-F

ADULTS 18-34

1. KNUE-F<
2. KYKX-F
3. KTUX-F
4. KMHT-F

ADULTS 25-54

1. KYKX-F>>
2. KMHT-F
3. KNUE-F>
4. KKTX-F
   KTUX-F

ADULTS 35-64

1. KYKX-F>>
2. KMHT-F
3. KNUE-F
4. KEES

MEN 25-54

1. KYKX-F>
2. KEES
   KMHT-F
   KNUE-F

WOMEN 25-54

1. KYKX-F>>
2. KMHT-F
3. KNUE-F
4. KTUX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAEZ-F	95.3	Gilmer	1.4/4.4
KCUL	1410	Marshall	1.4/3.3
KFRO	1370	Longview	1.8/6.1
KISX-F	107.3	Whitehouse/Tyler	2.3/4.6
KITT-F	93.7	Shreveport	1.4/7.4
KKDA-F	104.5	Dallas/Ft.Worth	2.7/6.2
KPXI-F	100.7	Mt. Pleasant	1.8/5.3
KRMD	1340	Shreveport/BsrCty	.5/ .4
KRMD-F	101.1	Shreveport/BsrCty	.9/3.3
KTYL-F	93.1	Tyler/Longview	2.7/8.7
KVKI-F	96.5	Shreveport	1.8/4.0
KWHK-F	94.5	Shreveport	.5/3.1
KZEY	690	Tyler	1.8/5.3

RADIO STATIONS

KEES,	1430,	5 KW/1 KW	,	Talk	ABC T NBC,	$11.00	(K & P)	(GLADEWATER)	
KKTX-F,	96.1,	32 KW @ 620	,	AOR	ABC FM,	$ 9.00	(Target)	Noalmark	R. Monroe
KMHT-F,	103.9,	2 KW @ 422	,	Black	,	$11.00	(---)		P. Adrock
KTUX-F,	98.9,	100 KW @ 720	,	CHR	,	$ NA	(Banner)		E. Stevens
KYKX-F,	105.7,	100 KW @ 1005	,	Country	ABC I,	$30.00	(Mc-Guild)	Sun Group	M. Gatons

Other ranked stations -- see Tyler, TX or Shreveport in Spring 90 edition

LUFKIN-NACOGDOCHES, TX

MSA Rank/Pop: NA
ARB Rank/Pop: 230/102,500
Market TSL: 20.25
Average Person Rating: 14.9

Diaries: 337/304:1
Sample Target: 290
% Below Line: 9.6
% Not Listed: 18.3

Retail $: 0.7 Bil
FM Share: 87.20%
Stations: 11/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KYKS-F	31/20.3		18.1		10.5	346	33.8	33.9	25.6			
2. KAFX-F	25/16.3		26.4		25.7	370	36.1	46.4	42.8			
3. KJCS-F	19/12.4		11.5		28.9	319	31.1	33.4	42.4			
4. KSFA	11/ 7.2		2.2		4.6	102	10.0	4.4	5.1			
5. KUEZ-F	10/ 6.5		4.4		----	126	12.3	10.7	----			
6. KTBQ-F	9/ 5.9		2.7		3.3	182	17.8	7.3	7.2			
7. KHYS-F	6/ 3.9		2.7		----	123	12.0	7.8	----			
KOOI-F	6/ 3.9		5.5		3.3	85	8.3	10.1	7.7			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KYKS-F>	1. KYKS-F>	1. KYKS-F<	1. KAFX-F
2. KJCS-F<	2. KAFX-F<	2. KAFX-F>	KYKS-F>
3. KAFX-F>	3. KJCS-F	3. KJCS-F	3. KHYS-F
	4. KUEZ-F	4. KSFA	4. KSFA
		KTBQ-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KAFX-F<	1. KYKS-F>>	1. KYKS-F>>	1. KYKS-F	1. KYKS-F>>
2. KYKS-F>	2. KAFX-F>	2. KJCS-F	2. KAFX-F>	2. KAFX-F>
3. KTBQ-F	3. KTBQ-F	3. KAFX-F	3. KTBQ-F	3. KJCS-F
4. KUEZ-F	4. KJCS-F		KUEZ-F	KTBQ-F
KHYS-F	KUEZ-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAQU-F	101.9	Huntington/Lufkin	2.0/6.0
KEEE	1230	Nacogdoches	2.0/4.9
KRBA	860	Nacogdoches	1.3/8.0

RADIO STATIONS

KSFA,	860,	1 KW/500 W (DA-1) ,	Black	APR, $ 8.00	(---)		M. Williams
KAFX-F,	95.5,	100 KW @ 571,	AC	UNIPWR, $20.00	(Christal)	(DIBOLL)*	C. Boswell
KJCS-F,	103.3,	100 KW @ 320,	Country	, $17.00	(---)		B. Downs
KTBQ-F,	107.7,	50 KW @ 492,	AOR	, $10.00	(---)		M. Williams
KUEZ-F,	99.3,	25 KW @ 700,	EZ/Soft AC	APR, $11.00	(K & P)		S. Yates
KYKS-F,	105.1,	100 KW @ 660,	Country	APR, $17.00	(Eastman)		L. Gunter

KHYS-F — see Beaumont in Spring 90 edition

KOOI — see Tyler

MEDFORD-ASHLAND, OR

MSA Rank/Pop: 247/148,600
ARB Rank/Pop: 211/120,400
Market TSL: 24.0
Average Person Rating: 17.7

Diaries: 318/379:1
Sample Target: 310
% Below Line: 0.0
% Not Listed: 19.7

Retail $: 0.9 Bil
FM Share: 71.93%
Stations: 9/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KTMT-F	42/19.7		28.5		17.2	379	31.5	34.1	25.5	28.0	54	427
2. KRWQ-F	35/16.4		11.0		14.1	313	26.0	20.3	19.8	14.5	28	290
3. KCMX-F	26/12.2		7.6		8.6	298	24.8	14.2	17.5	7.3	14	182
4. KMED	24/11.3		8.7		8.0	209	17.4	12.4	15.4	7.8	15	189
5. KCNA-F	11/ 5.2		.6		7.4	107	8.9	5.2	7.2	6.7	13	145
KDOV	11/ 5.2		3.5		2.5	148	12.3	7.0	8.3	6.2	12	150
7. KMFR	10/ 4.7		1.2		1.8	137	11.4	6.2	7.7	1.6	3	91
8. KBOY-F	9/ 4.2		7.0		5.5	156	13.0	19.8	13.4	8.3	16	216

12+ AMD

1. KTMT-F<
2. KRWQ-F>
3. KCMX-F
4. KMED

12+ MID

1. KTMT-F<
2. KRWQ-F<
3. KCMX-F
4. KMED

12+ PMD

1. KTMT-F>
2. KCMX-F
3. KRWQ-F
4. KMED

12+ EVE

1. KTMT-F>>
2. KRWQ-F>>

ADULTS 18-34

1. KTMT-F>>
2. KRWQ-F
3. KCMX-F
4. KCNA-F

ADULTS 25-54

1. KCMX-F<
2. KRWQ-F
   KTMT-F>

ADULTS 35-64

1. KRWQ-F<
2. KCMX-F
3. KMED
4. KDOV

MEN 25-54

1. KTMT-F<
2. KCMX-F<
3. KRWQ-F>
4. KBOY-F
   KCNA-F
   KMFR

WOMEN 25-54

1. KCMX-F<
2. KRWQ-F
3. KTMT-F
4. KMED

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCMX 580 Ashland/Medford 1.4/8.1

RADIO STATIONS

KDOV,	1300,	5 KW (DA-N) ,	Religion	NBC, $ 6.00	(Tacher)		P. Atkinson
KMED,	1440,	5 KW/1 KW (DA-1) ,	Nostalgia	MBS UNISUP, $10.00	(Radio West)		D. Hill
KMFR,	880,	1 KW ,	Country	SMN CBS, $ 7.00	(Torbet)		B. Johnson
KBOY-F,	95.7,	100 KW @ 935 ,	AOR	, $12.00	(Mc-Guild)		C. Hawke
KCMX-F,	101.9,	32 KW @ 1431 ,	Soft AC	APR, $14.00	(Katz)		B. Baurenfein
KCNA-F,	102.7,	100 KW @ 1976 ,	Classic AOR	, $11.00	(---)	(CAVE JNCTN)	W. Melton
KRWQ-F,	100.3,	30 KW @ 985 ,	Country	APR, $17.00	(Radio West)	(GOLD HILL)	D. Hill
KTMT-F,	93.7,	31 KW @ 3400 ,	CHR	ABC R ABC FM, $21.00	(Torbet)		B. Johnson

MERIDIAN, MS

MSA Rank/Pop: NA
ARB Rank/Pop: 256/64,100
Market TSL: 22.25
Average Person Rating: 16.8

Diaries: 253/253:1
Sample Target: 250
% Below Line: 1.2
% Not Listed: 20.4

Retail $: 0.5 Bil
FM Share: 69.77
Stations: 8/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WZMP-F	26/24.1		9.5		11.8	168	26.2	24.5	22.4			
2. WJDQ-F	20/18.5		19.0		19.3	226	35.3	36.2	34.8			
3. WALT	15/13.9		13.5		16.0	137	21.4	24.2	23.4			
4. WOKK-F	13/12.0		18.3		31.1	187	29.2	32.0	45.2			
5. WMOX	9/ 8.3		13.5		4.2	118	18.4	22.0	13.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WZMP-F<	1. WZMP-F	1. WZMP-F>>	1. WALT >
2. WMOX <	2. WJDQ-F>	2. WJDQ-F>	2. WJDQ-F
3. WJDQ-F	3. WOKK-F>	3. WALT	3. WZMP-F>
4. WOKK-F	4. WALT	WOKK-F	4. WOKK-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WZMP-F<	1. WZMP-F>	1. WZMP-F>>	1. WZMP-F	1. WZMP-F>>
2. WJDQ-F>	2. WJDQ-F>	2. WOKK-F>	2. WJDQ-F>	2. WALT
3. WALT >>	3. WALT	3. WALT	3. WOKK-F	WJDQ-F>>
	4. WOKK-F	WJDQ-F	4. WALT	4. WOKK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMER	1390	Meridian	.9/3.7
WQIC	1450	Meridian	.9/7.5
WNSL-F	100.3	Laurel/Hattiesburg	.9/5.3

RADIO STATIONS

WALT,	910,	5 KW/1 KW ,	Black	ABC E, $15.00	(Mc-Guild)	New South		
WMOX,	1010,	10 KW/1 KW (DA-2),	Country	UNIULT, $13.00	(Savalli)			J. Kewes
WJDQ-F,	101.3,	100 KW @ 580 ,	Contemp	CBS, $19.00	(Republic)			D. Pearce
WOKK-F,	97.1,	100 KW @ 330 ,	Country	ABC E, $16.00	(Mc-Guild)	New South		
WZMP-F,	95.1,	26 KW @ 607 ,	Black	MBS, $21.00	(Banner)		(MARION)	K. Rainey

MINOT, ND

MSA Rank/Pop: NA
ARB Rank/Pop: 261/48,500
Market TSL: 24.25
Average Person Rating: 18.4

Diaries: 246/197:1
Sample Target: 250
% Below Line: 1.3
% Not Listed: 15.7

Retail $: 0.5 Bil
FM Share: 69.33%
Stations: 8/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KHHT-F	22/24.7		21.4		14.9	189	39.0	46.2	31.0			
2. KCJB	18/20.2		28.6		28.4	145	29.9	38.8	39.3			
3. KZPR-F	14/15.7		10.7		17.6	121	24.9	25.7	27.1			
4. KIZZ-F	11/12.4		13.1		16.2	149	30.7	29.6	32.2			
5. KBQQ-F	5/ 5.6		8.3		13.5	92	19.0	26.1	30.1			
6. KHRT	2/ 2.2		1.2		2.7	51	10.5	4.1	9.0			
KRRZ	2/ 2.2		3.6		4.1	67	13.8	11.5	14.5			

12+ AMD

1. KCJB >
2. KHHT-F>
3. KIZZ-F
   KZPR-F

12+ MID

1. KCJB
   KHHT-F
3. KZPR-F<
4. KIZZ-F

12+ PMD

1. KHHT-F
2. KCJB >
3. KZPR-F<
4. KIZZ-F

12+ EVE

1. KHHT-F>>
2. KCJB >
3. KRRZ
   KZPR-F

ADULTS 18-34

1. KHHT-F>>
2. KIZZ-F
3. KZPR-F>

ADULTS 25-54

1. KIZZ-F
2. KCJB
   KHHT-F
   KZPR-F

ADULTS 35-64

1. KCJB >>
2. KZPR-F>>

MEN 25-54

1. KIZZ-F
2. KCJB
   KHHT-F
4. KBQQ-F

WOMEN 25-54

1. KZPR-F>>
2. KCJB
   KHHT-F
   KIZZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KFYR	550	Bismarck	1.1/6.0

RADIO STATIONS

KCJB,	910,	5 KW/1 KW (DA-2)	,	Country	CBS, $28.00	(Katz)	R. Romine
KHRT,	1320,	2.5 KW (DAYS)	,	EZ	ABC I, $10.00	(---)	C. Cerkowniak
KRRZ,	1390,	5 KW/1 KW	,	Oldies	UNISUP UNIULT, $10.00	(Torbet)	C. Ferguson
KHHT-F,	97.1,	100 KW @ 910	,	CHR	, $30.00	(Katz)	P. Finken
KIZZ-F,	93.7,	100 KW @ 600	,	AC	ABC C, $19.00	(Banner)	W. Sanders
KBQQ-F,	99.9,	100 KW @ 500	,	Classic AOR	UNIPWR, $13.00	(Torbet)	D. Hoberg
KZPR-F,	105.3,	100 KW @ 580	,	Country	UNISUP UNIULT, $18.00	(Torbet)	C. Ferguson

MONROE, LA

MSA Rank/Pop: 252/145,300
ARB Rank/Pop: 217/115,500
Market TSL: 19.75
Average Person Rating: 14.7

Diaries: 400/289:1
Sample Target: 310
% Below Line: 0.7
% Not Listed: 12.9

Retail $: .82 Bil
FM Share: 84.46%
Stations: 11/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KYEA-F	45/26.5		19.0		23.8	314	27.2	26.1	24.4	29.3	54	509
2. KJLO-F	29/17.1		19.0		13.4	360	31.2	31.4	22.0	13.6	25	326
3. KNOE-F	25/14.7		13.0		8.7	345	29.9	31.3	25.4	15.2	28	355
4. KNAN-F	19/11.2		10.9		19.2	280	24.2	29.5	32.0	16.8	31	385
5. KMBS	13/ 7.6		7.1		6.4	120	10.4	9.5	11.0	1.6	3	97
6. KNOE	6/ 3.5		2.7		9.9	98	8.5	9.2	17.3	3.8	7	131
7. KXLA	4/ 2.4		6.0		4.7	90	7.8	6.5	8.7	1.6	3	54

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KJLO-F<	1. KJLO-F<	1. KYEA-F>	1. KYEA-F>>
2. KYEA-F>	2. KYEA-F>	2. KJLO-F<	2. KNOE-F>>
3. KNAN-F<	3. KNOE-F<	3. KNOE-F>	3. KNAN-F
4. KNOE-F	4. KNAN-F	4. KNAN-F	4. KJLO-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KYEA-F>	1. KYEA-F>	1. KJLO-F	1. KYEA-F	1. KYEA-F>>
2. KNAN-F	2. KJLO-F	2. KYEA-F>>	2. KJLO-F>	2. KJLO-F
KNOE-F>	3. KNAN-F>	3. KNAN-F	3. KNAN-F>	3. KNAN-F>
4. KJLO-F	4. KNOE-F	KMBS	4. KNOE	4.
			KNOE-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMYQ-F	100.1	Bastrop	1.2/5.8
KTRY-F	94.3	Bastrop	1.2/6.7
KXKZ-F	107.5	Ruston	1.2/9.0
KQID-F	93.1	Alexandria	.6/6.1

RADIO STATIONS

KMBS,	1310,	5 KW/52 W (DA-1),	Nostalgia	SMN, $12.00	(Riley)		D. Seegers
KNOE,	540,	5 KW/1 KW (DA-N),	Oldies	ABC I, $13.00	(Mc-Guild)		J. Noe
KXLA,	990,	1 KW (DAYS, DA) ,	Black	SBN, $ 7.00	(K & P)		T. Bigby
KJLO-F,	104.1,	100 KW @ 900 ,	Country	ABC E, $17.00	(HNWH)	New South	K. Lein
KNAN-F,	106.1,	100 KW @ 1017 ,	AC	ABC FM, $24.00	(Banner)	Opus	J. Joffrey
KNOE-F,	101.9,	100 KW @ 1670 ,	CHR	ABC FM, $22.00	(Mc-Guild)		J. Noe
KYEA-F,	98.3,	3 KW @ 260 ,	Black	ABC FM ABC C, $21.00	(Durpetti)		J. Wilson

MORRISTOWN, NJ

MSA Rank/Pop: NA
ARB Rank/Pop: 95/361,900
Market TSL: 24.5
Average Person Ratings: 18.4

Diaries: 422/858:1
Sample Target: 400
% Below Line: 76.7
% Not Listed: 15.6

Retail $: 3.5 Bil
FM Share: 75.00%
Stations: 26/3

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WXRK-F	52/ 7.8	9.2	5.2	688	19.0	22.1	16.8
2. WPAT-F	44/ 6.6	5.3	7.4	519	14.3	14.0	12.0
3. WNSR-F	42/ 6.3	3.8	3.2	525	14.5	11.8	12.4
WHTZ-F	42/ 6.3	5.7	8.2	666	18.4	23.2	22.8
5. WNEW-F	39/ 5.9	6.1	4.5	706	19.5	16.3	13.1
6. WLTW-F	33/ 5.0	5.4	4.2	418	11.6	15.3	15.0
7. WDHA-F	32/ 4.8	4.5	5.0	460	12.7	15.9	13.2
8. WOR	31/ 4.7	4.1	3.9	398	11.0	12.0	9.0
WXMC	31/ 4.7	4.5	3.0	154	4.3	7.5	3.5
10. WCBS-F	30/ 4.5	4.4	3.5	499	13.8	15.0	14.0

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXRK-F	1. WXRK-F	1. WNEW-F	1. WHTZ-F
2. WOR	2. WNSR-F<	2. WNSR-F	2. WPAT-F
3. WHTZ-F>	3. WLTW-F	WPAT-F	3. WNEW-F
4. WNSR-F	4. WPAT-F	WHTZ-F	4. WQHT-F
5. WYNY-F	5. WXMC	5. WXRK-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WXRK-F	1. WXRK-F>	1. WPAT-F	1. WXRK-F	1. WNSR-F
2. WDHA-F	2. WNSR-F	2. WCBS-F	2. WNEW-F	2. WLTW-F
3. WNEW-F	3. WLTW-F	3. WLTW-F	3. WDHA-F	3. WCBS-F
4. WNSR-F	4. WNEW-F	4. WNSR-F	4. WCBS-F	4. WHTZ-F
WHTZ-F	WCBS-F	5. WYNY-F	WYNY-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WMTR	1250	Morristown	.3/ 2.8
WABC	770	New York	4.1/ 9.8
WCBS	880	New York	1.8/ 8.0
WFAN	660	New York	3.0/12.1
WINS	1010	New York	.5/ 8.5
WKXW-F	101.5	Trenton	1.1/ 2.7
WNCN-F	104.3	New York	2.0/ 6.7
WNEW	1130	New York	2.3/ 5.0
WPAT	930	Paterson	.5/ 1.4
WPLJ-F	95.5	New York	3.3/13.8
WQCD-F	101.9	New York	1.5/ 5.5
WQHT-F	97.1	New York	2.6/ 8.4
WQXR-F	96.3	New York	1.2/ 4.9
WRKS-F	98.7	New York	.8/ 2.4
WYNY-F	103.5	Lk Success/NY	4.2/11.1
WZZO-F	95.1	Bethlehem/Alntwn	1.2/ 2.3

RADIO STATIONS

WMTR ,	1250,	5 KW/1 KW (DA-2),	Business News	APR ABC D, $36.00	(Groskin)		P. Arnow
WXMC ,	1310,	1 KW/400W (DA-1),	Nostalgia	IND, $31.00	(——)	(PARSIPPANY)	R. Bohativk
WDHA-F,	105.5,	1 KW @ 565 ,	AOR	IND, $60.00	(——)	(DOVER)	B. Linder

Other ranked stations - See New York in Spring 90 edition

MUSKEGON, MI

MSA Rank/Pop: 235/160,300
ARB Rank/Pop: 198/129,500
Market TSL: 21.0
Average Person Rating: 15.8

Diaries: 342/379:1
Sample Target: 350
% Below Line: 23.8
% Not Listed: 15.7

Retail $: 0.8 Bil
FM Share: 93.60%
Stations: 17/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WSNX-F	42/20.6	18.1	22.8	23.2	22.0	442	34.1	41.8	34.3			
2. WMHG-F	35/17.2	----	----	----	----	187	14.4	----	----			
3. WMUS-F	21/10.3	14.3	17.4	13.6	20.8	268	20.7	26.7	23.1			
4. WLAV-F	15/ 7.4	3.3	2.7	3.6	6.0	110	8.5	7.4	9.9			
5. WLCS-F	8/ 3.9	4.8	5.9	6.8	4.2	171	13.2	12.7	12.7			
6. WODJ-F	7/ 3.4	.5	----	----	----	112	8.6	----	----			
7. WKBZ	6/ 2.9	7.1	5.5	6.8	7.1	166	12.8	11.2	17.5			
WKBZ-F	6/ 2.9	4.3	4.6	5.5	4.8	127	9.8	12.1	10.4			
9. WQWQ	5/ 2.5	----	.5	1.4	----	85	6.6	2.3	----			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSNX-F	1. WSNX-F>	1. WSNX-F>	1. WMHG-F
2. WMHG-F	2. WMHG-F	2. WMHG-F>	2. WSNX-F>>
3. WMUS-F>	3. WMUS-F>	3. WMUS-F>	3. WLAV-F
	4. WLAV-F	4. WLAV-F	4. WLCS-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WSNX-F>>	1. WMHG-F<	1. WMUS-F>	1. WLAV-F<	1. WMHG-F>
2. WMHG-F>	2. WSNX-F	2. WSNX-F	2. WSNX-F>	2. WMUS-F
3. WLAV-F>>	3. WLAV-F	3. WMHG-F>	3. WMHG-F	WSNX-F>
4. WMUS-F	4. WMUS-F	4. WKBZ-F	4. WMUS-F	
		WLAV-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCXT-F	105.3	Hart	2.0/8.3
WQFN-F	101.7	Muskegon Hts	1.5/9.0
WSHN-F	100.1	Fremont	.5/3.5
WGRD-F	97.9	Grand Rapids	2.0/8.9
WJFM-F	93.7	Grand Rapids	2.0/4.6
WKLQ-F	94.5	Holland/Gr Rpds	2.0/8.3
WLHT-F	95.7	Grand Rapids	2.0/4.2
WOOD-F	105.7	Grand Rapids	1.5/5.3

RADIO STATIONS

WQMQ,	1520,	10 KW/1KW (DA-2)	,	EZ (?)	, $10.00	(Roslin)	Federated		
WCXT-F,	105.3,	100 KW @ 650	,	Soft AC	, $12.00	(---)		(HART)	L. Halley
WKBZ-F,	95.3,	2 KW @ 367	,	AC	ABC I MBS, $14.00	(Roslin)		(WHITEHALL)	F. Tascone
WLCS-F,	98.3,	2.6 KW @ 321	,	Oldies	UNIULT, $11.00	(K & P)			S. Wentzloff
WMUS-F,	106.9,	50 KW @ 480	,	Country	ABC D, $38.00	(HNWH)			T. Achterhoff
WMHG-F,	107.9,	2.6 KW @ 330	,	Black	SBN, $14.00	(Patt)			
WQFN-F,	101.7,	3 KW @ 300	,	AC	ABC E, $13.00	(Roslin)	Federated		
WSNX-F,	104.5,	32 KW @ 620	,	CHR	UNIPWR, $32.00	(Banner)	Goodrich		J. Scarpelli

MYRTLE BEACH, SC

MSA Rank/Pop: NA
ARB Rank/Pop: 184/154,100
Market TSL: 24.75
Average Person Rating: 18.0

Diaries: 391/394:1
Sample Target: 360
% Below Line: 10.4
% Not Listed: 23.8

Retail $: 1.7 Bil
FM Share: 92.42%
Stations: 18/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WBPR-F	40/14.4		12.8			509	33.0	18.2				
2. WJYR-F	32/11.6		11.8			253	16.4	17.3				
3. WYAV-F	28/10.1		17.2			375	24.3	39.4				
4. WKZQ-F	27/ 9.7		9.9			212	13.8	16.5				
5. WYAK-F	24/ 8.7		7.4			243	15.8	15.5				
6. WNMB-F	15/ 5.4		3.4			134	8.7	9.8				
7. WVBX	10/ 3.6		----			101	6.6	----				
8. WZFX-F	9/ 3.2		2.0			159	10.3	5.1				
9. WSYN-F	6/ 2.2		1.5			116	7.5	7.1				
WGNI-F	6/ 2.2		----			57	3.7	----				

12+ AMD

1. WBPR-F
2. WYAV-F<
3. WJYR-F
4. WKZQ-F
5. WYAK-F

12+ MID

1. WBPR-F
2. WJYR-F<
3. WKZQ-F<
4. WYAV-F
5. WYAK-F

12+ PMD

1. WBPR-F
2. WYAV-F<
3. WJYR-F<
4. WKZQ-F

12+ EVE

1. WBPR-F>
2. WYAV-F
3. WKZQ-F
4. WNMB-F
5. WJYR-F

ADULTS 18-34

1. WPBR-F<
2. WKZQ-F<
3. WYAV-F>

ADULTS 25-54

1. WBPR-F
2. WKZQ-F
3. WYAK-F
   WYAV-F

ADULTS 35-64

1. WJYR-F<
2. WYAK-F<
3. WBPR-F>

MEN 25-54

1. WKZQ-F>
2. WBPR-F
   WYAK-F
4. WNMB-F

WOMEN 25-54

1. WBPR-F>
2. WYAV-F>
3. WJYR-F
   WYAK-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBIG	1330	Conway	.7/5.6
WGTN	1400	Georgetown	.7/2.2
WGTN-F	100.9	Andrews/Georgetown	.4/2.9
WJXY	1050	Conway	.7/5.3
WHLZ-F	92.5	Manning	.7/4.1
WWDM-F	101.3	Sumter	.7/5.2
WXLY-F	102.5	N Charlstn/Charlstn	.4/1.6
WXTC-F	96.9	Charleston	.7/3.5

RADIO STATIONS

WVBX,	1470,	1 KW (DAYS) ,	Black	SBN, $ 8.00	(---)	(GEORGETOWN)	R. Swinton
WBPR-F,	97.7,	50 KW @ 497 ,	CHR	, $32.00	(---)	(GEORGETOWN)	T. Watts
WJYR-F,	92.1,	6 KW @ 300 ,	EZ	UNIULT, $28.00	(Mc-Guild)		T. Hirsch
WKZQ-F,	101.7,	38 KW @ 650 ,	CHR	, $20.00	(Southern)		B. Hennecy
WNMB-F,	105.5,	3 KW @ 335 ,	AC	ABC I, $18.00	(Dora)		M. Sedota
WSYN-F,	106.5,	50 KW @ 330 ,	CHR	, $ NA	(Keystone)	(GEORGETOWN)	R. Simpkins
WYAK-F,	103.1,	6 KW @ 325 ,	Country	MBS, $25.00	(Christal)	(SURFSIDE)	G. Morris
WYAV-F,	104.1,	100 KW @ 660 ,	CHR	, $29.00	(---)	(CONWAY)	T. Atkinson

WGNI -- see Wilmington in Spring 90 edition
WZFX -- see Fayetteville in Spring 90 edition

NAPLES-MARCO ISLAND, FL

MSA Rank/Pop: 265/137,500
ARB Rank/Pop: 214/118,200
Market TSL: 24.25
Average Person Rating: 17.8

Diaries: 308/384:1
Sample Target: 310
% Below Line: 74.5
% Not Listed: 23.3

Retail $: 1.3 Bil
FM Share: 86.96%
Stations: 13/5

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WAVV-F	26/12.4		8.5		8.7	253	21.4	15.7	11.2			
2. WRXK-F	25/11.9		8.5		8.7	201	17.0	15.8	13.9			
3. WCVU-F	24/11.4		10.9		17.4	288	24.4	23.8	26.1			
4. WCKT-F	17/ 8.1		1.5		1.3	163	13.8	5.2	5.0			
5. WIXI-F	15/ 7.1		10.0		8.1	196	16.6	19.4	14.6			
6. WNOG	12/ 5.7		10.4		10.1	153	12.9	16.5	15.9			
7. WSGL-F	11/ 5.2		4.0		2.0	117	9.9	13.8	8.4			
8. WZOR	9/ 4.3		5.0		9.4	69	5.8	3.9	7.7			
WINK-F	9/ 4.3		8.0		5.4	171	14.5	14.6	16.1			
10. WLAZ-F	8/ 3.8		6.0		6.0	162	13.7	17.7	16.9			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRXK-F<	1. WAVV-F	1. WAVV-F	1. WAVV-F
2. WCVU-F	2. WCVU-F<	2. WCVU-F	WRXK-F>
3. WNOG <	3. WRXK-F>	WRXK-F	3. WCVU-F
4. WAVV-F	4. WIXI-F	4. WIXI-F	4. WNOG

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRXK-F>>	1. WRXK-F	1. WAVV-F>	1. WRXK-F>>	1. WAVV-F>
2. WAVV-F	2. WAVV-F>	2. WCKT-F	2. WCKT-F>	2. WSGL-F
3. WCKT-F	3. WSGL-F	WCVU-F	3. WSGL-F	3. WZOR
4. WSGL-F	4. WCKT-F	4. WIXI-F	WAVV-F	4. WCKT-F
WINK-F				

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCOO-F	98.3	Immokalee/Naples	.5/6.5
WHEW-F	101.9	Ft. Myers/Naples	.5/4.8
WOLZ-F	95.3	Ft. Myers/Naples	1.4/7.4

RADIO STATIONS

WNOG,	1270,	5 KW/2.5 KW (DA-N),	News/Talk	CBS MBS, $21.00	(Christal)	Palmer	S. Shannon
WZOR,	1490,	1 KW ,	Hispanic	CRC, $12.00	(Caballero)		M. Ritchey
WCOO-F,	98.3,	1 KW @ 500 ,	AC	SMN, $14.00	(Roslin)		C. Haley
WLAZ-F,	93.5,	3 KW @ 300 ,	CHR	, $18.00	(Roslin)	Hartstone/Dickstein	S. Roberts
WSGL-F,	103.1,	2 KW @ 380 ,	AC/Oldies	, $22.00	(Banner)	Timm	B. Michael

Other ranked stations -- See Ft. Myers

NEW BEDFORD-FALL RIVER, MA

MSA Rank/Pop: 231/167,200
ARB Rank/Pop: 84/418,900
Market TSL: 25.0
Average Person Rating: 18.9

Diaries: 490/855:1
Sample Target: 400
% Below Line: 69.0
% Not Listed: 11.9

Retail $: 4.0 Bil
FM Share: 78.88 %
Stations: 33/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. WPRO-F	69/8.7	7.9	10.2	10.1	15.5	1064	25.4	24.7	33.6	9.3	71	1128
2. WFHN-F	57/7.2	6.0	3.8	----	----	471	11.2	8.8	----	8.9	68	607
3. WSNE-F	49/6.2	4.3	2.4	4.9	3.1	621	14.8	8.4	12.7	4.7	36	439
4. WBSM	48/6.1	4.8	6.6	5.9	2.1	359	8.6	10.0	6.2	6.2	47	552
WHJY-F	48/6.1	7.4	9.4	8.6	9.0	725	17.3	18.9	17.2	9.6	73	961
6. WWBB-F	42/5.3	5.4	5.8	4.1	6.6	676	16.1	12.1	13.8	3.8	29	461
7. WCTK-F	38/4.8	2.9	5.0	7.4	4.1	483	11.5	12.9	13.2	3.8	29	300
8. WWLI-F	34/4.3	5.5	4.0	3.4	3.3	473	11.3	8.0	8.9	3.0	23	342
9. WPLM-F	31/3.9	4.3	2.1	3.4	2.7	398	9.5	5.9	5.7	2.9	22	228
10. WJIB-F	26/3.3	2.1	1.6	2.2	1.3	218	5.2	4.7	3.4	.9	7	118

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPRO-F	1. WSNE-F<	1. WFHN-F<	1. WPRO-F
2. WSNE-F<	2. WFHN-F	2. WPRO-F	2. WBSM
3. WBSM	3. WPRO-F<	3. WSNE-F	3. WPLM-F<
4. WFHN-F	4. WWBB-F<	4. WHJY-F<	4. WFHN-F
5. WCTK-F	5. WHJY-F	5. WBSM	WHJY-F
WWBB-F			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WPRO-F	1. WSNE-F<	1. WSNE-F	1. WWBB-F>	1. WSNE-F>
2. WHJY-F	2. WFHN-F	2. WWBB-F	2. WWLI-F	2. WFHN-F
3. WFHN-F>	3. WPRO-F	3. WBSM	3. WWRX-F<	3. WPRO-F>
4. WCTK-F	WWBB-F<	WWLI-F	4. WFHN-F	4. WWLI-F
WZLX-F	5. WWLI-F	5. WCTK-F	WPRO-F	5. WCTK-F
	6. WCTK-F			

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WARA	1320	Attleboro	.5/3.2
WHTB	1400	Fall River	.6/2.3
WNBH	1340	New Bedford	1.9/4.6
WAAF-F	107.3	Worcester/Boston	1.9/4.8
WBCN-F	104.1	Boston -	.9/5.3
WBRU-F	95.5	Providence	2.5/5.5
WBZ	1030	Boston	2.4/6.5
WCRB-F	102.5	Waltham/Boston	.5/2.3
WEEI	590	Boston	.4/2.1
WHDH	850	Boston	.6/2.8
WHIM	1110	Providence	2.4/4.5
WHJJ	920	Providence	.8/3.8
WMJX-F	106.7	Boston	.8/2.8
WODS-F	103.3	Boston	2.9/10.5
WPRO	630	Providence	2.9/6.2
WQRC-F	99.9	Barnstable/Hyannis	1.0/3.3
WROR-F	98.5	Boston	.9/2.9
WVBF-F	105.7	Framingham/Boston	.6/3.5
WWKX-F	106.3	Woonsocket	1.3/4.8
WWRX-F	103.7	Westerly/Providence	1.4/6.6
WXKS-F	107.9	Medford/Boston	.9/6.8
WZLX-F	100.7	Boston	2.4/5.5
WZOU-F	94.5	Boston	1.6/8.9

RADIO STATIONS

WBSM,	1420,	5 KW/1 KW (DA-1) ,	Talk	NBC, $22.00	(Christal)	Hartstone/Dickstein	S. Bogue
WNBH,	1340,	1 KW ,	AC	ABC E, $15.00	(Torbet)	Hall	C. Lodge
WFHN-F,	107.1,	3 KW @ 370 ,	CHR	, $27.00	(Christal)	Hartstone/Dickstein (FAIRHAVEN)	S. Bogue

Other ranked stations — see Boston or Providence in Spring 90 edition

NEW LONDON, CT

MSA Rank/Pop:	174/249,800	Diaries:	438/488:1	Retail $:	2.0 Bil
ARB Rank/Pop:	149/213,800	Sample Target:	400	FM Share:	82.57%
Market TSL:	22.5	% Below Line:	62.5	Stations:	25/7
Average Person Rating:	17.0	% Not Listed:	16.5		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	ACH	CUME
1. WQGN-F	66/18.1		15.1		17.6	763	35.7	33.5	32.3	17.9	70	758
2. WTYD-F	38/10.4		5.4		7.1	448	21.0	15.6	18.4	7.2	28	357
WWRX-F	38/10.4		9.7		12.4	527	24.6	22.3	26.6	10.5	41	696
4. WCTY-F	37/10.2		8.0		12.9	414	19.4	18.7	21.4	11.5	45	437
5. WVVE-F	14/ 3.8		3.7		3.8	233	10.9	10.4	10.4	3.6	14	253
6. WFAN	10/ 2.7		.9		----	146	6.8	3.7	----	2.3	9	176
7. WICH	9/ 2.5		5.1		6.8	147	6.9	11.4	10.1	3.8	15	205
WTIC	9/ 2.5		3.4		2.6	143	6.7	6.0	8.6	1.3	5	78
9. WAAF-F	8/ 2.2		3.1		.9	126	5.9	5.6	4.9	3.3	13	201
WKSS-F	8/ 2.2		2.0		.9	181	8.5	8.0	2.9	2.8	11	154

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WQGN-F>	1. WQGN-F	1. WQGN-F>>	1. WQGN-F>>
2. WCTY-F	2. WTYD-F<	2. WWRX-F	2. WCTY-F>
3. WTYD-F<	3. WWRX-F	3. WCTY-F<	3. WTYD-F
4. WWRX-F	4. WCTY-F	4. WTYD-F	WWRX-F
5. WFAN			

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WQGN-F>	1. WQGN-F	1. WTYD-F>	1. WQGN-F	1. WTYD-F<
2. WWRX-F>>	2. WTYD-F	2. WCTY-F<	2. WCTY-F<	2. WQGN-F>
3. WCTY-F	3. WWRX-F	3. WQGN-F>	3. WWRX-F	3. WWRX-F>
	4. WCTY-F	4. WWRX-F	4. WTYD-F	4. WCTY-F
			5. WVVE-F	WVVE-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WNLC	1510	New London	1.4/7.4
WSUB	980	Groton/Nw London	1.4/7.5
WCBS	880	New York	1.6/7.1
WCCC-F	106.9	Hartford	1.6/5.2
WDRC-F	102.9	Hartford	1.6/3.4
WERI	1230	Westerly	1.1/2.6
WHCN-F	105.9	Hartford	1.9/8.0
WHJY-F	94.1	Providence	1.4/3.3
WILI-F	98.3	Willimantic	1.6/5.5
WNEW	1130	New York	.8/2.0
WOR	710	New York	.5/2.2
WPLR-F	99.1	New Haven	.5/4.3
WRCH-F	100.5	New Britain/Hrtfrd	.5/3.3
WTIC-F	96.5	Hartford	1.6/4.8
WWYZ-F	92.5	Waterbury/Hartford	.5/2.1

RADIO STATIONS

WICH,	1310,	5 KW (DA-2) ,	AC	, $ NA	(Torbet)	Hall	(NORWICH)	R. Reed
WNLC,	1510,	10 KW/5 KW (DA-2) ,	MOR/Oldies	CBS, $ NA	(Mc-Guild)			R. Elder
WSUB,	980,	1 KW/72 W ,	Talk	ABC D, $ NA	(Eastman)	Hartstone/Dickstein	(GROTON)	G. Delmonaco
WCTY-F,	97.3,	3 KW @ 300 ,	Country	ABC FM, $ NA	(Torbet)	Hall	(NORWICH)	R. Reed
WQGN-F,	105.5,	3 KW @ 275 ,	CHR	, $ NA	(Eastman)	Hartstone/Dickstein	(GROTON)	G. Delmonaco
WTYD-F,	100.9,	3 KW @ 328 ,	EZ/Soft AC	, $ NA	(Mc-Guild)			R. Elder
WVVE-F,	102.3,	3 KW @ 280 ,	AC	APR, $25.00	(HNWH)		(STONINGTON)	D. Quinn

Other ranked stations -- see Providence, Boston, New York or Hartford in Spring 90 edition

NEWBURGH - MIDDLETOWN, NY

MSA Rank/Pop:	N/A	Diaries:	453/529:1/46.5%	Retail $:	2.03
ARB Rank/Pop:	137/239,700	Sample Target:	400	FM Share:	78.5%
Market TSL:	23.75	% Below Line:	91.2%	Stations:	32/5
Average Person Ratings:	18.0	% Not Listed:	12.5%		

12+ METRO		1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1.	WHUD-F	54/12.5	15.5		472	19.7	23.3	
2.	WSPK-F	53/12.3	11.4		688	28.7	27.6	
3.	WPDH-F	45/10.4	11.0		555	23.2	22.8	
4.	WCBS	22/ 5.1	2.1		312	13.0	9.6	
5.	WCBS-F	21/ 4.9	2.7		236	9.8	8.3	
6.	WRKS-F	16/ 3.7	1.4		179	7.5	3.2	
7.	WABC	15/ 3.5	2.5		262	10.9	8.4	
8.	WGNY-F	12/ 2.8	4.8		84	8.6	13.2	
	WNEW-F	12/ 2.8	1.6		113	9.1	7.9	
10.	WOR	10/ 2.3	.5		110	4.6	2.8	
	WQHT-F	10/ 2.3	1.1		148	6.2	5.5	

	12+ AMD	12+ MID	12+ PMD	12+ EVE
1.	WHUD-F>	WHUD-F	WSPK-F	WSPK-F>
2.	WSPK-F>	WPDH-F	WHUD-F<	WRKS-F
3.	WPDH-F	WSPK-F	WPDH-F>	WPDH-F
4.	WCBS	WCBS-F	WRKS-F	WCBS
5.	WCBS-F	WCBS	WCBS	

	ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1.	WSPK-F	WPDH-F>	WHUD-F>	WPDH-F>	WHUD-F
2.	WPDH-F>>	WCBS-F	WCBS-F	WCBS-F>	WSPK-F
3.		WSPK-F	WPDH-F	WSPK-F	WGNY-F WPAT-F
4.		WHUD-F		WABC WXRK-F WFAN	
5.					WCBS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WALL	1340	Middletown	1.4/7.6
WGNY	1220	Newburgh	1.2/3.5
WKOJ-F	92.7	Middletown	1.4/11.3
WTBQ	1110	Warwick	.9/2.9
WBNR	1260	Beacon/Newbgh.	2.1/4.6
WCZX-F	97.7	New York	2.1/4.2
WFAN	660	New York	1.6/10.1
WHTZ-F	100.3	Newark/New York	2.1/8.7
WLTW-F	106.7	New York	1.6/3.9
WNCN-F	104.3	New York	.7/3.4
WNEW	1130	New York	.7/4.7
WNSR-F	105.5	New York	.5/4.4
WPAT-F	93.1	Paterson	.5/2.7
WPLJ-F	95.5	New York	1.2/7.6
WQCD-F	101.9	New York	.7/2.7
WQXR-F	96.3	New York	.9/3.0
WRNQ-F	92.1	Poughkeepsie	.7/2.8
WRWD-F	107.3	Poughkeepsie	1.2/4.7
WWWK-F	99.3	Ellenville	.7/3.5
WXRK-F	92.5	New York	1.6/5.4
WYNY-F	103.5	Lk. Success	1.2/4.1

RADIO STATIONS

WALL, 1340, 1 KW , MOR/FULL SER. UPI MBS , $ 30.00 (Katz) (MIDDLETOWN) S. MacWilliams

WGNY-F, 103.1, 3 KW @ 275, AC , $ N/A (---) (NEWBURGH) K. Gugliemi
WKOJ-F, 92.7, 3 KW @ 300, AOR UPI , $ 36.00 (Katz) (MIDDLETOWN) S. MacWilliams

OTHER RANKED STATIONS: See New York in Spring 1990 edition or Poughkeepsie in this edition.

NORTHWEST MICHIGAN

(Traverse City - Petoskey - Charlevoix

MSA Rank/Pop: NA
ARB Rank/Pop: 228/105,100
Market TSL: 24.25
Average Person Rating: 18.1

Diaries: 451/233:1
Sample Target: 290
% Below Line: 5.2
% Not Listed: 19.5

Retail $: 0.9 Bil
FM Share: 94.12%
Stations: 15/13

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WKHQ-F	27/14.2		18.2		18.1	378	36.0	43.6	37.3	14.5	18	279
2. WTCM-F	25/13.2		14.1		14.6	208	19.8	23.8	19.2	1.6	2	72
3. WMBN-F	23/12.1		13.5		8.8	235	22.4	23.0	17.3	8.1	10	146
4. WKLT-F	19/10.0		4.7		6.4	227	21.6	15.4	10.6	2.4	3	79
5. WLDR-F	9/ 4.7		8.3		8.2	144	13.7	19.1	13.1	----	--	----
6. WJML-F	7/ 3.7		5.2		4.1	133	12.7	16.9	12.9	3.2	4	155
WKPK-F	7/ 3.7		5.2		7.0	156	14.8	21.9	17.0	11.3	14	232
WLTO-F	7/ 3.7		1.6		---	114	10.8	6.6	----	8.1	10	93
WGFM-F	7/ 3.7		2.1		---	77	7.3	4.0	----	13.7	17	195
10. WCCW-F	6/ 3.2		4.2		8.2	115	10.9	13.1	13.9	----	--	----
WMKC-F	6/ 3.2		2.1		3.5	68	6.5	5.7	5.7	9.7	12	136

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WKHQ-F	1. WTCM-F	1. WKHQ-F	1. WKLT-F>>
2. WTCM-F	2. WMBN-F	2. WKLT-F	2. WKHQ-F
3. WMBN-F	3. WKHQ-F	3. WTCM-F	WTCM-F
4. WKLT-F	4. WKLT-F	4. WMBN-F	4. WMB-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WKHQ-F	1. WTCM-F	1. WTCM-F	1. WTCM-F>	1. WKHQ-F>
WKLT-F>	2. WKHQ-F	2. WMBN-F>	2. WKLT-F	2. WMBN-F
3. WTCM-F>	3. WKLT-F	3. WKHQ-F	3. WKHQ-F	WTCM-F
4. WGFM-F	4. WMBN-F	4. WLDR-F	4. WLDR-F	4. WKLT-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WCCW	1310	Traverse City	1.1/3.9
WTCM	580	Traverse City	2.6/6.0
WWPZ	1340	Petoskey	1.1/2.9
WMJZ-F	95.3	Gaylord	.5/3.2

RADIO STATIONS

WTCM,	580,	5 KW/500 W (DA-2)	,	Talk	ABC I MBS,	$12.00	(Katz)		(TRAVERSE CITY)	R. Biederman
WCCW-F,	92.1,	3 KW @ 251	,	AC	ABC E,	$14.00	(Durpetti)		(TRAVERSE CITY)	H. Payne
WMKC-F,	102.9,	100 KW @ 370	,	Country	ABC E ABC I,	$12.00	(Patt)		(ST. IGNACE)	E. Huse
WJML-F,	98.9,	100 KW @ 800	,	Soft AC	ABC D,	$15.00	(HNWH)		(PETOSKEY)	C. CArey
WKHQ-F,	105.9,	100 KW @ 922	,	CHR	ABC C,	$23.00	(Mc-Guild)	Midwest Family	(CHARLEVOIX)	T. Moore
WKLT-F,	97.5,	32 KW @ 617	,	AOR	ABC R,	$15.00	(Banner)		(KALKASKA)	R. Box
WKPK-F,	106.7,	100 KW @ 570	,	CHR	UNIPWR,	$12.00	(Patt)		(GAYLORD)	J. DeGroot
WLDR-F,	101.9,	100 KW @ 590	,	AC	UNIULT,	$14.00	(K & P)		(TRAVERSE CITY)	D. Wiitala
WLTO-F,	103.9,	28 KW @ 663	,	Country	SOURCE,	$12.00	(Patt)		(HARBOR SPG)	
WMBN-F,	96.3,	100 KW @ 980	,	EZ	MBS,	$18.00	(Christal)	MacDonald	(PETOSKEY)	P. MacDonald
WTCM-F,	103.5,	100 KW @ 1000	,	Country	ABC I,	$19.00	(Katz)		(TRAVERSE CITY)	R. Biederman
WGFM-F,	105.1,	100 KW @ 700	,	Classic AOR	UNIPWR,	$11.00	(Mich. Spot)		(CHEBOYGAN)	D. Reynolds

ODESSA-MIDLAND, TX

MSA Rank/Pop: 314/109,200 (Midland)
291/122,400 (Odessa)
ARB Rank/Pop: 159/194,300
Market TSL: 25.0
Average Person Rating: 18.1

Diaries: 465/418:1

Sample Target: 400
% Below Line: 0.0
% Not Listed: 10.5

Retail $: 2.6 Bil

FM Share: 79.94%
Stations: 16/16

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KNFM-F	44/12.5	14.2	17.0		10.3	481	24.8	29.8	21.4	19.9	66	539
2. KBAT-F	39/11.1	8.7	9.6		8.3	365	18.8	20.1	19.2	13.6	45	463
3. KCHX-F	38/10.8	11.8	6.0		----	436	22.4	12.7	----	22.0	73	525
4. KGEE-F	34/ 9.7	5.0	6.3		10.6	327	16.8	11.4	16.3	7.8	26	269
5. KODM-F	26/ 7.4	16.1	13.4		16.1	310	16.0	23.1	29.6	10.2	34	475
6. KCRS-F	21/ 6.0	3.4	5.5		7.8	95	10.2	13.9	13.3	2.4	8	167
7. KOZA	20/ 5.7	3.4	----		----	133	6.8	----	----	3.6	12	132
8. KMGP-F	18/ 5.1	6.2	9.9		13.5	225	11.6	26.1	24.4	5.1	17	287
KQIP-F	18/ 5.1	5.0	4.7		2.9	237	12.2	11.0	9.8	3.0	10	172
10. KWEL	17/ 4.8	1.9	----		----	107	5.5	----	----			

12+ AMD

1. KNFM-F>
2. KCHX-F
   KGEE-F
4. KBAT-F

12+ MID

1. KNFM-F<
2. KBAT-F<
3. KGEE-F
4. KCHX-F

12+ PMD

1. KBAT-F
2. KNFM-F
3. KCHX-F
4. KGEE-F
5. KODM-F

12+ EVE

1. KBAT-F
2. KCHX-F>
3. KGEE-F
   KNFM-F
   KOZA

ADULTS 18-34

1. KBAT-F
2. KCHX-F
3. KNFM-F
4. KODM-F
5. KMGP-F

ADULTS 25-54

1. KNFM-F
2. KGEE-F<
3. KBAT-F
4. KODM-F

ADULTS 35-64

1. KGEE-F<
2. KNFM-F>
3. KCRS-F
4. KODM-F

MEN 25-54

1. KBAT-F>
2. KNFM-F<
3. KWEL >
4. KGEE-F

WOMEN 25-54

1. KNFM-F
2. KGEE-F<
3. KODM-F>
4. KMGP-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KCRS	550	Midland/Odessa	1.4/4.9
KIOL-F	100.3	Lamesa	1.7/2.4
KJBC	1150	Midland	2.3/2.8
KKKK-F	99.1	Odessa/Midland	2.0/10.1
KMND	1510	Midland	2.3/3.3
KNDA	1000	Odessa	1.4/4.6

RADIO STATIONS

KOZA,	1230,	1 KW	,	Hispanic	MBS, $13.00	(Roslin)			P. Almanza
KWEL,	1070,	2.5 KW (DAYS)	,	Hispanic	, $11.00	(Lotus)			B. Hicks
KBAT-F,	93.3,	100 KW @ 440	,	AOR	, $19.00	(Republic)			B. Hicks
KCHX-F,	106.7,	100 KW @ 679	,	CHR	, $18.00	(---)			T. Allred
KCRS-F,	103.3,	100 KW @ 920	,	AC	, $15.00	(Mc-Guild)			P. Humes
KGEE-F,	99.9,	100 KW @ 500	,	Country	MBS, $19.00	(Katz)	(MONAHANS)		J. Lovell
KKKK-F,	99.1,	100 KW @ 410	,	Religion	, $10.00	(---)			P. George
KMGP-F,	102.1,	100 KW @ 976	,	AC	, $16.00	(Christal)	Rusk	(MONAHANS)	M. Deardorf
KNFM-F,	92.3,	100 KW @ 984	,	Country	ABC E, $24.00	(Banner)			B. Bunch
KODM-F,	97.9,	100 KW @ 360	,	AC	UNIPWR, $17.00	(HNWH)			B. Gruber
KQIP-F,	96.9,	100 KW @ 420	,	Oldies	SMN, $15.00	(---)			R. Eisner

OWENSBORO, KY

MSA Rank/Pop: 332/88,400
ARB Rank/Pop: 254/71,400
Market TSL: 22.25
Average Person Rating: 16.7

Diaries: 305/234:1
Sample Target: 250
% Below Line: 47.2
% Not Listed: 9.2

Retail $: 0.7 Bil
FM Share: 87.96%
Stations: 7/3

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AQH	CUME
1. WBKR-F	44/37.0		31.2		35.2	397	55.6	50.8	49.7			
2. WSTO-F	33/27.7		33.9		34.3	312	43.7	45.7	46.1			
3. WKDQ-F	13/10.9		7.3		5.6	145	20.3	15.5	17.0			
4. WVJS	10/ 8.4		10.1		5.6	172	24.1	29.8	26.3			
5. WOMI	3/ 2.5		1.8		2.8	55	7.7	9.7	10.8			
WGBF-F	3/ 2.5		.9		3.7	38	5.3	5.9	6.6			
7. WIKY-F	2/ 1.7		7.3		6.5	37	5.2	10.6	13.5			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F<	1. WSTO-F>>
2. WKDQ-F>>	2. WSTO-F>	2. WSTO-F>>	2. WBKR-F>>
3. WVJS	3. WKDQ-F>	3. WKDQ-F>	
4. WKDQ-F	4. WVJS		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WSTO-F>>	1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F>>	1. WBKR-F>>
2. WBKR-F>>	2. WSTO-F<	2. WKDQ-F	2. WKDQ-F	2. WSTO-F>
	3. WKDQ-F>	3. WVJS	3. WSTO-F	3. WKDQ-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WOMI,	1490	1 KW ,	Country	NBC UNISUP, $12.00	(Katz)	G. Exline
WVJS,	1420,	5 KW/1 KW (DA-2) ,	MOR	ABC C, $19.00	(Republic)	L. Norcia

Other ranked stations -- see Evansville in Spring 90 edition

PALM SPRINGS, CA

MSA Rank/Pop: NA
ARB Rank/Pop: 186/153,300
Market TSL: 25.50
Average Person Ratings: 19.3

Diaries: 346/443:1/44.5%
Sample Target: 350
% Below Line: 1.4
% Not Listed: 14.9

Retail $: NA
FM Share: 74.60%
Stations: 17/15

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KPSI-F	42/14.2	11.3	6.9	9.7	6.6	87	26.7	18.1	20.3	21.2	57	528
2. KBZT-F	34/11.5	7.6	4.3	4.1	5.4	179	11.7	8.1	10.3	4.8	13	172
3. KWXY-F	24/ 8.1	10.5	7.6	9.7	12.0	192	12.5	13.5	18.7	6.7	18	144
4. KPLM-F	22/ 7.4	5.9	7.9	12.7	6.2	238	15.5	16.4	17.3	4.8	13	144
KCLB	22/ 7.4	5.5	3.6	3.0	3.3	153	10.0	7.2	7.8	7.1	19	261
6. KCHV-F	20/ 6.8	5.0	7.6	5.2	8.7	202	6.8	7.6	8.7	7.8	21	224
7. KCMJ-F	19/ 6.4	10.5	9.7	14.9	12.4	134	19.9	21.2	19.0	7.4	8	145
8. KDES-F	18/ 6.1	5.9	7.9	4.5	8.7	239	15.6	19.1	23.4	4.8	13	294
9. KUNA	12/ 4.1	7.1	11.2	4.1	7.9	137	8.9	10.1	10.3	6.7	18	233
KCMJ	12/ 4.1	2.5	6.5	6.0	4.1	134	8.7	8.8	9.7	3.0	20	341

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KBZT-F	1. KBZT-F	1. KUNA	1. KPSI-F>
2. KPSI-F	2. KPSI-F	2. KBZT-F>	2. KCMJ-F>
3. KWXY-F	3. KCHV-F	3. KPLM-F	3. KCLB
4. KPLM-F	4. KPLM-F	KWXY-F	4. KPLM-F
5. KCHV-F	5. KWXY-F	5. KCHV-F	5. KBZT-F
		KCLB	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KPSI-F	1. KPLM-F	1. KBZT-F>	1. KCHV-F>	1. KPLM-F
2. KCHV-F	2. KPSI-F<	2. KPSI-F	2. KDES-F	2. KPSI-F>
KCLB	3. KCHV-F	3. KPLM-F	KPLM-F	3. KCLB
KPLM-F	4. KDES-F	4. KDES-F	4. KPSI-F>	KDES-F
5. KCMJ-F	KWXY-F			5. KWXY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDES	920	Palm Springs	1.7/4.1
KEZN-F	103.1	Palm Desert	1.7/4.6
KNWZ	1270	Palm Desert	1.0/5.5
KPSI	1450	Palm Springs	2.0/5.7
KWXY	1340	Cathedral City	1.4/4.5
KBIG-F	104.3	Los Angeles	0.7/2.7
KRTH-F	101.1	Los Angeles	0.7/3.7

RADIO STATIONS

KCLB, 970, 5 KW/1 KW (DA-2) , HISPANIC	,	$ 16.00 (Katz Hisp.)	(COACHELLA)	S. Gorges
KCMJ, 1140, 10 KW/2.5 KW (DA-N), COUNTRY	CBS,	$ 15.00 (McGuild)		S. Kiner
KBZT-F, 96.7, 650 W @ 580, NOSTALGIA	CNN, UNISUP,	$ 16.00 (K & P)	(LA QUINTA)	J. Banoczi
KCHV-F, 93.7, 50 KW @ -225, CLASSIC AOR	,	$ 26.00 (Republic)	(COACHELLA)	R. Osterburg
KCMJ-F, 92.7, 3 KW @ 300, AC	CBS,	$ 28.00 (McGuild)	(INDIO)	S. Kiner
KDES-F, 104.7, 42 KW @ 540, AC	UNIULT,	$ 29.00 (HNWH)		J. Tourtelot
KPLM-F, 106.1, 50 KW @ 392, SOFT AC	APR,	$ 26.00 (Katz)		J. Kaye
KPSI-F, 100.5, 3 KW @ 300, CHR	ABC I,	$ 23.00 (Christal)		R. Supple
KWXY-F, 98.5, 50 KW @ 500, EZ/BTFL	,	$ 19.00 (Eastman)		G. Barnett

PANAMA CITY, FL

MSA Rank/Pop: 279/128,600
ARB Rank/Pop: 221/111,700
Market TSL: 22.5
Average Person Rating: 17.1

Diaries: 332/336:1
Sample Target: 300
% Below Line: 6.7
% Not Listed: 13.6

Retail $: 0.9 Bil
FM Share: 92.12%
Stations: 10/9

12+ METRO	1/4/SHARE	FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
		89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. WPAP-F	43/22.5		21.2		13.5	364	32.6	33.1	24.8	27.3	48	446
2. WILN-F	30/15.7		12.5		8.1	363	32.5	17.8	16.8	11.9	21	256
3. WFSY-F	28/14.7		15.8		18.2	265	23.7	36.1	28.3	11.9	21	302
4. WPFM-F	19/ 9.9		15.2		25.7	339	30.3	29.2	36.1	20.5	36	407
5. WGNE	13/ 6.8		5.4		7.4	150	13.4	10.3	12.9	3.4	6	113
6. WDJR-F	11/ 5.8		----		----	133	11.9	----	----	5.1	9	87
7. WJST-F	7/ 3.7		4.9		6.8	94	8.4	10.5	13.1	3.4	6	144
8. WBKL-F	5/ 2.6		----		----	96	8.6	----	----	2.8	5	75
WPCF-F	5/ 2.6		3.8		----	69	6.2	8.0	----	1.1	2	89
10. WRBA-F	4/ 2.1		7.1		5.4	115	10.3	14.1	8.9	3.4	6	88

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WPAP-F>>	1. WPAP-F>	1. WPAP-F	1. WILN-F
2. WFSY-F	2. WFSY-F	2. WILN-F	2. WPAP-F>
WILN-F	3. WILN-F>	3. WFSY-F	3. WFSY-F>
4. WPFM-F	4. WPFM-F	4. WPFM-F	4. WPFM-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WILN-F	1. WPAP-F	1. WPAP-F>>	1. WPAP-F>	1. WFSY-F
2. WPAP-F<	2. WFSY-F>>	2. WFSY-F>>	2. WFSY-F>	WPAP-F>>
3. WFSY-F	3. WILN-F	3. WGNE	3. WILN-F	
WPFM-F	4. WPFM-F	WILN-F	4. WPFM-F	

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

WGNE,	590,	1.7 KW/2.5 KW (DA-N),	EZ	ABC I,	$11.00	(Torbet)	Woodfin		R. Sheffield
WBKL-F,	103.5,	100 KW @ 475 ,	Oldies	,	$10.00	(---)		(CALLAWAY)	
WFSY-F,	98.5,	100 KW @ 1089 ,	Oldies	ABC D,	$27.00	(Torbet)	Woodfin		R. Sheffield
WILN-F,	105.9,	50 KW @ 500 ,	CHR	,	$21.00	(Banner)	Bay		J. Broaddus
WJST-F,	94.5,	100 KW @ 981 ,	Gospel	,	$10.00	(---)		(PORT ST JOE)	R. Kight
WPAP-F,	92.5,	100 KW @ 1230 ,	Country	,	$29.00	(Mc-Guild)			B. Bowman
WPCF-F,	100.1,	2 KW @ 371 ,	Religion	,	$ 9.00	(---)			B. Underwood
WPFM-F,	107.9,	100 KW @ 840 ,	CHR	,	$19.00	(Christal)	Broadco		R. Wahlberg
WRBA-F,	95.9,	3 KW @ 305 ,	AC	UNISUP,	$10.00	(---)		(SPRINGFIELD)	T. Dibacco

WDJR -- See Dothan

PARKERSBURG-MARIETTA, WV-OH

MSA Rank/Pop: 240/155,100
ARB Rank/Pop: 201/129,100
Market TSL: 19.25
Average Person Rating: 14.0

Diaries: 353/366:1
Sample Target: 330
% Below Line: 2.5
% Not Listed: 12.7

Retail $: 1.0 Bil
FM Share: 83.54%
Stations: 13/12

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. WXIL-F	30/16.6		17.1		28.0	433	33.5	40.1	42.9			
2. WNUS-F	26/14.4		21.7		15.9	335	25.9	33.1	25.9			
WXKX-F	26/14.4		13.8		16.9	328	25.4	21.7	31.3			
4. WEYQ-F	23/12.7		6.9		8.5	288	22.3	20.8	19.7			
5. WDMX-F	20/11.0		1.8		----	286	22.2	4.1	----			
6. WKYG	11/ 6.1		6.0		4.2	176	13.6	12.9	12.1			
7. WADC	6/ 3.3		4.6		3.7	100	7.7	9.6	9.6			
8. WMOA	4/ 2.2		4.1		3.2	69	5.3	8.8	7.0			
WRRR-F	4/ 2.2		1.4		1.1	78	6.0	7.9	4.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WXIL-F<	1. WNUS-F	1. WXIL-F<	1. WXIL-F<
2. WNUS-F	2. WXIL-F	2. WEYQ-F<	2. WEYQ-F
3. WXKX-F	3. WXKX-F<	3. WDMX-F<	WNUS-F>
4. WEYQ-F	4. WEYQ-F<	4. WXKX-F<	4. WDMX-F
	5. WDMX-F	5. WNUS-F	WXKX-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WXIL-F	1. WXIL-F<	1. WXKX-F>	1. WDMX-F	1. WXIL-F<
2. WEYQ-F>	2. WDMX-F	2. WDMX-F	WXIL-F	2. WDMX-F
3. WNUS-F>	3. WXKX-F<	WNUS-F>>	WXKX-F	3. WXKX-F
4. WDMX-F	4. WNUS-F	4. WXIL-F	WNUS-F>	4. WNUS-F
			5. WEYQ-F	5. WKYG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WBRJ	910	Marietta/Parkrsbrg	1.1/3.3
WHCM-F	99.3	Parkersbrg/Marietta	.6/5.8
WLTP	1450	Parkersburg	1.7/3.1
WRZZ-F	106.1	Ravnswood/Prksbrg	1.1/3.2

RADIO STATIONS

WADC,	1050,	5 KW/143 W	,	Nostalgia	MBS CBS, $12.00	(Regional)			C. Dailey
WKYG,	1230,	1 KW (DA-1)	,	Country	ABC E, $13.00	(Mc-Guild)	Fritz		J. Fritz
WMOA,	1490,	1 KW	,	EZ	ABC I, $10.00	(Regional)		(MARIETTA)	J. Wharff
WDMX-F,	100.1,	2 KW @ 440	,	Oldies/AC	SMN, $15.00	(---)		(VIENNA)	
WEYQ-F,	94.3,	3 KW @ 300	,	CHR	, $14.00	(Katz)		(MARIETTA)	E. Judy
WNUS-F,	107.1,	2 KW @ 370	,	Country	, $22.00	(Dome)	Somerset	(BELPRE, OH)	L. Petronio
WXIL-F,	95.1,	50 KW @ 500	,	CHR	, $20.00	(Katz)	Burbach		K. McCall
WXKX-F,	103.1,	.7 KW @ 550	,	Country	ABC E, $18.00	(Mc-Guild)	Fritz		J. Fritz

PASCAGOULA-MOSS POINT, MS

MSA Rank/Pop: 277/129,400
ARB Rank/Pop: 231/102,200
Market TSL: 20.0
Average Person Rating: 15.3

Diaries: 290/352:1
Sample Target: 290
% Below Line: 78.2
% Not Listed: 20.5

Retail $: 0.6 Bil
FM Share: 97.58%
Stations: 16/3

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WKNN-F	27/17.3		16.4		15.2	363	35.5	28.3	23.1			
2. WBLX-F	18/11.5		5.8		4.0	176	17.2	12.4	9.7			
3. WQID-F	17/10.9		12.9		9.9	291	28.5	30.5	28.4			
4. WZKX-F	13/ 8.3		8.2		15.9	247	24.2	19.7	23.2			
5. WGUD-F	12/ 7.7		5.8		8.6	136	13.3	10.6	19.0			
6. WKKY-F	9/ 5.8		9.9		14.6	155	15.2	14.7	18.6			
7. WOSM-F	6/ 3.8		3.5		4.0	89	8.7	8.1	8.1			
8. WABB-F	4/ 2.6		2.9		2.6	116	11.4	14.0	14.0			
WAVH-F	4/ 2.6		7.0		4.0	116	11.4	14.5	8.3			

12+ AMD

1. WKNN-F>>
2. WGUD-F
   WQID-F
4. WZKX-F

12+ MID

1. WKNN-F>>
2. WQID-F
3. WGUD-F
   WZKX-F

12+ PMD

1. WKNN-F
2. WQID-F
3. WAVH-F
4. WZKX-F
5. WGUD-F

12+ EVE

1. WBLX-F>>
2. WQID-F
   WZKX-F
4. WKKY-F
   WKNN-F

ADULTS 18-34

1. WQID-F<
2. WKNN-F
3. WBLX-F
   WZKX-F
5. WKKY-F

ADULTS 25-54

1. WKNN-F>>
2. WQID-F
3. WGUD-F
   WBLX-F

ADULTS 35-64

1. WKNN-F>>
2. WGUD-F
3. WBLX-F

MEN 25-54

1. WKNN-F>>
2. WBLX-F
   WQID-F
   WZKX-F

WOMEN 25-54

1. WKNN-F>
2. WGUD-F
   WQID-F
4. WBLX-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCM-F	102.3	Gulfport/Biloxi	1.3/7.9
WGCX-F	104.1	Atmore	1.3/7.5
WKRG-F	99.9	Mobile	1.3/8.5
WQFX-F	96.7	Gulfport/Biloxi	.6/6.4
WRNO-F	99.5	New Orleans	.6/2.9
WWL	870	New Orleans	1.9/6.3
WXLS-F	107.1	Gulfport/Biloxi	1.9/6.6

RADIO STATIONS

WGUD-F,	106.3,	2.5 KW @ 350 ,	Country	UNISU	$15.00	(—)		G. Murphy
WKKY-F,	104.9,	3 KW @ 330 ,	Black	ABC R,	$14.00	(K & P)		R. Bunge
WOSM-F,	103.1,	3 KW @ 324 ,	Religion	,	$10.00	(—)	(OCEAN CITY)	R. Cooper

Other ranked stations — see Biloxi in this edition or Mobile in Spring 90 edition

POUGHKEEPSIE, NY

MSA Rank/Pop: 167/263,000
ARB Rank/Pop: 145/221,800
Market TSL: 23.0
Average Person Ratings: 17.9

Diaries: 461/481:1
Sample Target: 400
% Below Line: 28.1
% Not Listed: 16.6

Retail $: 1.71 Bil
FM Share: 77.95%
Stations: 24/11

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WSPK-F	57/14.4	13.9	19.0	750	33.8	30.8	35.4
2. WPDH-F	54/13.6	12.9	17.3	602	27.1	29.9	28.5
3. WHUD-F	38/ 9.6	12.4	11.0	468	21.1	22.3	18.6
4. WRWD-F	27/ 6.8	—	—	244	11.0	—	—
5. WRNQ-F	25/ 6.3	—	—	374	16.9	—	—
WKIP	25/ 6.3	5.8	4.2	274	12.4	12.1	9.0
7. WCZX-F	17/ 4.3	9.1	4.2	356	16.1	22.2	14.6
8. WEOK	13/ 3.3	3.3	4.2	186	8.4	9.0	10.0
9. WFAN	10/ 2.5	2.3	1.1	175	7.9	8.0	4.8
10. WBNR	9/ 2.3	2.0	2.3	134	6.0	5.5	4.9

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WSPK-F	1. WSPK-F	1. WPDH-F<	1. WPDH-F>
2. WPDH-F	2. WPDH-F>	2. WSPK-F>	2. WSPK-F>>
WHUD-F>	3. WRWD-F	3. WHUD-F>	3. WHUD-F
4. WKIP	4. WRNQ-F	4. WRWD-F<	4.
WRNQ-F	5. WHUD-F	5. WRNQ-F	5.

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WPDH-F>>	1. WPDH-F	1. WHUD-F	1. WPDH-F>	1. WRNQ-F
2. WSPK-F>>	2. WSPK-F>	2. WRWD-F	2. WSPK-F>	2. WSPK-F
3. WRNQ-F	3. WRNQ-F	3. WRNQ-F	3. WCZX-F	3. WHUD-F
4.	4. WRWD-F	4. WSPK-F	WFAN	4. WPDH-F
5.	5.	5.		WRWD-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WEXT-F	96.9	Arlington	.8/ 4.1
WHVW	950	Hyde Park	1.5/ 2.7
WMJV-F	105.5	Patterson	.5/ 5.5
WABC	770	New York	1.3/ 6.4
WBPM-F	94.3	Kingston	1.8/ 7.3
WCBS-F	101.1	New York	.5/ 4.0
WDST-F	100.1	Woodstock	.5/ 3.8
WGNA-F	107.7	Albany	1.3/ 3.9
WOR	710	New York	1.3/ 4.1
WQXR-F	96.3	New York	.5/ 3.1
WRKI-F	95.1	Brookfield	1.0/ 2.8
WRKS-F	98.7	New York	.5/ 3.2
WXRK-F	92.3	New York	1.8/ 3.1
WYNY-F	103.5	Lk Success/NY	1.0/ 3.3

RADIO STATIONS

WBNR	1260	1 KW/500 W (DA-1)	Oldies	ABC E UNISUP, $15.00	(HN&H)	(BEACON)	A. Lessner
WEOK	1390	5 KW/106 W (DA-1)	MOR/Full Service	ABC D UNISUP, $18.00	(—)		M. Harris
WHVW	950	500 KW/57 W	Nostalgia	MBS, $13.00	(—)		L. Kinney
WKIP	1450	1 KW (DA-1)	Talk	ABC I UNISUP, $20.00	(Katz)		S. Berner
WCZX-F	97.7	300 KW @ 1030	Classic AOR	IND, $30.00	(Katz)		H. Gregor, Jr.
WPDH-F	101.5	4.4 KW @ 1540	AOR	ABC R, $50.00	(—)		M. Harris
WRNQ-F	92.1	2 KW @ 384	AC	UNISUP, $25.00	(—)		D. Verity
WRWD-F	107.3	3 KW @ 330	Country	IND, $23.00	(Roslin)	(HIGHLAND)	B. Walker
WSPK-F	104.7	7 KW @ 1250	CHR	ABC FM, $46.00	(Banner)		A. Lessner

WFAN, WHUD-F — See New York in Spring 90 edition

RAPID CITY, SD

MSA Rank/Pop: 339/82,900
ARB Rank/Pop: 243/83,900
Market TSL: 24.25
Average Person Rating: 18.1

Diaries: 305/275:1
Sample Target: 260
% Below Line: 3.5
% Not Listed: 7.2

Retail $: 0.7 Bil
FM Share: 57.45%
Stations: 11/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KGGG-F	31/20.4		25.5		22.8	270	32.2	42.2	34.1			
2. KSQY-F	19/12.5		12.8		14.0	198	23.6	20.7	21.9			
3. KIMM	17/11.2		7.4		12.5	206	24.6	18.0	25.1			
4. KKMK-F	15/ 9.9		8.7		8.1	162	19.3	19.9	25.1			
KOTA	15/ 9.9		7.4		6.6	191	22.8	23.2	18.9			
6. KKLS	14/ 9.2		10.7		4.4	173	20.6	18.1	14.3			
7. KBHB	8/ 5.3		3.4		3.7	63	7.5	8.4	7.9			
8. KEZV-F	7/ 4.6		4.7		8.8	73	8.7	13.7	13.1			
9. KTOQ	6/ 3.9		5.4		6.6	120	14.3	13.3	13.7			
10. KSLT-F	5/ 3.3		1.3		5.1	63	7.5	4.6	7.9			
11. KRCS-F	4/ 2.6		2.0		1.5	71	8.5	9.4	6.8			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGGG-F>	1. KGGG-F	1. KGGG-F>	1. KGGG-F>
2. KIMM	2. KIMM	2. KSQY-F	2. KSQY-F>
3. KOTA <	3. KSQY-F<	3. KKLS	3. KOTA
4. KSQY-F	4. KKLS	4. KIMM	4. KKLS

ADULTS 18-34

1. KGGG-F
2. KSQY-F>
3. KKMK-F>

ADULTS 25-54

1. KKLS
2. KKMK-F
3. KGGG-F
   KSQY-F
5. KIMM

ADULTS 35-64

1. KIMM
   KKLS
   KOTA >>
4. KKMK-F

MEN 25-54

1. KKLS
   KSQY-F
3. KIMM
4. KGGG-F
   KKMK-F

WOMEN 25-54

1. KKLS
   KKMK-F>
3. KGGG-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KBHB,	810,	25 KW (DAYS)	,	Country	UPI UNISUP, $12.00	(K & P)		(STURGIS)	L. Kieven
KIMM,	1150,	5 KW/27 W	,	Country	ABC E, $20.00	(Christal)	Ingstad		R. Hansen
KKLS,	920,	5 KW/100 W	,	MOR	UNISUP UNIULT, $15.00	(Mc-Guild)	So. Minn.		R. Currier
KOTA,	1380,	5 KW (DA-N)	,	AC	CBS MBS, $14.00	(Katz)	Duhamel		W. Duhamel
KTOQ,	1340,	1 KW	,	Country	NBC UNISUP, $11.00	(K & P)			T. Kearns
KRCS-F,	93.1,	100 KW @ 1060	,	Country	UNISUP UNIULT, $10.00	(K & P)		(STURGIS)	D. Caldwell
KEZV-F,	101.1,	100 KW @ 1606	,	EZ/Soft AC	APR, $10.00	(—)		(SPEARFISH)	M. Herrick
KGGG-F,	100.3,	100 KW @ 450	,	CHR	ABC R, $27.00	(Christal)	Ingstad		R. Hansen
KKMK-F,	93.9,	100 KW @ 657	,	Contemp	CNN SOURCE, $18.00	(Mc-Guild)	So. Minn.		R. Currier
KSQY-F,	95.1,	100 KW @ 1707	,	AOR	, $15.00	(Torbet)		(DEADWOOD)	C. McNeil
KSLT-F,	107.3,	100 KW @ 1800	,	Religion	UPI, $ 8.00	(—)		(SPEARFISH)	

READING, PA

MSA Rank/Pop: 145/329,400
ARB Rank/Pop: 129/281,600
Market TSL: 24.25
Average Person Rating: 18.4

Diaries: 425/663:1
Sample Target: 400
% Below Line: 51.2
% Not Listed: 13.1

Retail $: 2.6 Bil
FM Share: 76.72%
Stations: 27/5

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WRFY-F	93/17.9	16.1	19.8	16.8	22.1	973	34.6	38.4	37.7	18.7	86	1086
2. WEEU	49/ 9.4	6.1	10.7	11.2	11.4	566	20.1	21.4	24.4	8.2	38	490
3. WYCL-F	33/ 6.4	4.3	.4	----	.9	430	15.3	3.9	3.9	7.8	36	544
4. WRAW	30/ 5.8	6.1	7.7	5.0	7.7	405	14.4	14.8	13.9	4.6	21	275
5. WIOV-F	24/ 4.6	6.3	4.5	8.0	3.9	318	11.3	13.1	8.6	4.3	20	338
6. WMMR-F	20/ 3.9	5.3	5.7	4.3	5.4	316	11.2	14.2	10.8	4.6	2	329
WWDB-F	20/ 3.9	1.4	1.8	2.2	1.5	194	6.9	3.9	3.5	1.3	6	96
8. WOGL-F	19/ 3.7	2.4	2.0	.9	2.8	245	8.7	7.5	6.1	1.5	7	254
WXTU-F	19/ 3.7	4.9	1.0	1.9	2.1	203	7.2	5.2	6.7	2.6	12	236

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WRFY-F>	1. WRFY-F>	1. WRFY-F>>	1. WRFY-F>
2. WEEU >	2. WEEU >	2. WYCL-F<	2. WEEU >
3. WRAW <	3. WYCL-F	3. WRAW <	3. WUSL-F
4. WYCL-F	4. WOGL-F	4. WEEU	4. WYCL-F
			WEGX-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WRFY-F>>	1. WRFY-F>	1. WRFY-F>	1. WRFY-F>	1. WRFY-F>>
2. WYCL-F	2. WYCL-F>	2. WIOV-F	2. WYCL-F	2. WYCL-F>
3. WMMR-F	3. WOGL-F	3. WEEU	WMMR-F	3. WEAZ-F
4. WYSP-F	4. WMMR-F	WRAW	WOGL-F	4. WOGL-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WAGO	1240	Reading	2.9/10.1
KYW	1060	Philadelphia	1.5/12.4
WAEB-F	104.1	Allentown	.8/ 3.1
WARM-F	103.3	York	1.2/ 2.6
WDAC-F	94.5	Lancaster	.8/ 3.3
WEAZ-F	101.1	Philadelphia	3.1/ 7.7
WEGX-F	106.1	Philadelphia	2.3/ 9.9
WFLN-F	95.7	Philadelphia	1.7/ 5.6
WFMZ-F	100.7	Allentown	2.1/ 6.5
WHXT-F	99.9	Easton/Allentown	.8/ 2.6
WIP	610	Philadelphia	.6/ 2.8
WKSZ-F	93.3	Philadelphia	.8/ 3.1
WNCE-F	101.3	Lancaster/Hrsbrg	.8/ 2.1
WRKZ-F	106.7	Hershey	.4/ 3.0
WSNI-F	104.5	Philadelphia	1.0/ 5.7
WUSL-F	98.9	Philadelphia	2.1/ 4.2
WYSP-F	94.1	Philadelphia	3.3/12.6
WZZO-F	95.1	Bethlehem/Allntwn	1.7/ 3.9

RADIO STATIONS

WAGO,	1240,	1 KW	,	Oldies	APR, $15.00	(HNWH)	Brill		J. Weinlein
WEEU,	850,	1 KW (DA-N)	,	MOR/Talk	ABC E, $21.00	(Mc-Guild)			R. Schilpp
WRAW,	1340,	1 KW	,	MOR/Nost	CBS, $17.00	(Torbet)	Ragan Henry		T. Franco
WRFY-F,	102.5,	15 KW @ 820	,	CHR	, $48.00	(Torbet)	Ragan Henry		T. Franco
WYCL-F,	107.5,	30 KW @ 610	,	AC	UNIULT, $19.00	(Christal)	Legend	(BOYERTOWN)	d. Hendricks

Other ranked stations — see Philadelphia or Lancaster in Spring 90 edition

REDDING, CA

MSA Rank/Pop: 25/48/140,900
ARB Rank/Pop: 215/117,900
Market TSL: 21.75
Average Person Rating: 16.0

Diaries: 375/314:1
Sample Target: 310
% Below Line: 9.1
% Not Listed: 18.5

Retail $: 0.9 Bil
FM Share: 82.47%
Stations: 12/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KNCQ-F	33/17.5		18.6		20.0	308	26.1	25.4	26.8			
2. KNNN-F	28/14.8		----		----	283	24.0	----	----			
3. KEWB-F	21/11.1		14.1		20.0	317	26.9	25.9	27.3			
4. KQMS	20/10.6		8.5		6.5	211	17.9	18.5	12.1			
5. KSHA-F	18/ 9.5		13.6		14.2	199	16.9	19.9	17.5			
6. KARZ-F	11/ 5.8		7.3		9.7	228	19.3	18.8	16.5			
7. KHTE	5/ 2.6		1.7		3.9	63	5.3	6.1	10.8			
KALF-F	5/ 2.6		3.4		.6	57	4.8	5.8	4.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KQMS <	1. KNNN-F	1. KNCQ-F	1. KEWB-F<
2. KNNN-F<	2. KNCQ-F>	2. KNNN-F>	2. KNCQ-F>
3. KNCQ-F>	3. KQMS <	3. KEWB-F>	3. KNNN-F
4. KEWB-F	4. KSHA-F	4. KSHA-F	4. KSHA-F
	5. KEWB-F		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KNNN-F>>	1. KNNN-F>	1. KNCQ-F	1. KNNN-F	1. KNNN-F>
2. KNCQ-F<	2. KNCQ-F>	2. KQMS <	2. KNCQ-F>>	2. KNCQ-F>
3. KEWB-F>	3. KARZ-F	3. KSHA-F>	3. KQMS	3. KSHA-F
	KSHA-F	4. KARZ-F	4. KARZ-F	4. KARZ-F
	5. KQMS	5. KNNN-F	KFMF-F	5. KEWB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDJQ-F	102.7	Red Bluff	2.1/8.5
KCEZ-F	100.7	Corning	1.6/4.8
KFMF-F	93.9	Chico	2.1/8.6
KGO	810	San Francisco	1.1/3.4

RADIO STATIONS

KHTE,	600,	5 KW/1 KW (DA-2) ,	Oldies	UNIPWR,	$ 8.00	(Christal)			J. Martin
KQMS,	1400,	1 KW ,	MOR/Full Serv ABCE	TALKNT,	$16.00	(Katz)	John Price		J. Anthony
KARZ-F,	106.1,	100 KW @ 1968 ,	AC	,	$16.00	(Christal)		(BURNEY)	J. Martin
KEWB-F,	94.7,	3 KW @ 300 ,	CHR	,	$19.00	(Mc-Guild)		(ANDERSON)	J. Prather
KNCQ-F,	97.3,	28 KW @ 3500 ,	Country	,	$28.00	(Durpetti)			C. McCarthy
KNNN-F,	99.3,	3 KW @ 300 ,	AC	,	$18.00	(—)		(CENTRAL VALLEY)	P. Barth
KSHA-F,	104.5,	100 KW @ 1650 ,	AC	ABC D,	$15.00	(Katz)	John Price		J. Anthony

KALF — see Red Bluff

ROCHESTER, MN

MSA Rank/Pop: 321/100,800
ARB Rank/Pop: 245/81,300
Market TSL: 19.25
Average Person Rating: 14.0

Diaries: 275/296:1
Sample Target: 260
% Below Line: 16.7
% Not Listed: 26.3

Retail $: 1.4 Bil
FM Share: 77.38%
Stations: 12/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING			B I R C H		
							S90	S89	S88	SHR	AOH	CUME
1. KROC-F	19/16.7		26.5		20.9	264	32.5	48.1	39.2	25.0	25	406
2. KRCH-F	14/12.3		6.8		8.2	218	26.8	21.8	23.1	12.0	12	211
3. KNXR-F	12/10.5		9.1		10.9	115	14.1	18.9	20.1	11.0	11	143
4. KWWK-F	9/ 7.9		10.6		6.4	108	13.3	16.1	13.2	6.0	6	104
5. KROC	8/ 7.0		6.8		12.7	153	18.8	21.0	22.0	7.0	7	151
6. KOLM	4/ 3.5		3.0		9.1	57	7.0	6.4	9.3	3.0	3	43
KWEB	4/ 3.5		6.8		3.6	93	11.4	17.1	15.3	5.0	5	84
WLTE-F	4/ 3.5		.8		2.7	67	8.2	6.4	4.3			70

12+ AMD

1. KROC-F
2. KRCH-F
3. KWWK-F<
4. KROC

12+ MID

1. KROC-F
2. KNXR-F
   KRCH-F
4. KWWK-F

12+ PMD

1. KRCH-F<
2. KROC-F>
3. KNXR-F
4. KWWK-F

12+ EVE

1. KROC-F
2. KNXR-F>

ADULTS 18-34

1. KROC-F>>
2. KRCH-F>>

ADULTS 25-54

1. KROC-F<
2. KRCH-F>
3. KWWK-F
4. KROC

ADULTS 35-64

1. KWWK-F>
2. KRCH-F
   KROC >

MEN 25-54

1. KRCH-F
   KWWK-F
3. KROC
   KROC-F
5. KOLM

WOMEN 25-54

1. KROC-F>
2. KRCH-F
3. WLTE-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KAUS-F	99.9	Austin	2.6/8.4
KJJO-F	104.1	St. Louis Park	2.6/5.2
KQRS-F	92.5	Golden Valley	.9/4.8
WCCO	830	Minneapolis	2.6/7.9

RADIO STATIONS

KOLM,	1520,	10 KW (DAYS) ,	Oldies	MBS UNISUP, $13.00	(Mc-Guild)		D. Radke
KROC,	1340,	1 KW ,	Oldies	ABC I, $16.00	(Torbet)	So. Minn	G. Gentling
KWEB,	1270,	5 KW/1 KW (DA-2) ,	Mor/AC	NBC, $15.00	(HNWH)	Seehafer	C. Mahlman
KNXR-F,	97.5,	100 KW @ 1055 ,	EZ	ABC E, $14.00	(K & P)		T. Jones
KRCH-F,	101.7,	.7 KW @ 560 ,	Classic AOR	, $18.00	(HNWH)	Seehafer	C. Mahlman
KROC-F,	106.9,	100 KW @ 1110 ,	CHR	ABC C, $25.00	(Torbet)	So. Minn	G. Gentling
KWWK-F,	96.7,	3 KW @ 300 ,	Country	MBS, $16.00	(Mc-Guild)		D. Radke

ST. CLOUD, MN

MSA Rank/Pop: 219/182,900
ARB Rank/Pop: 189/148,800
Market TSL: 26.75
Average Person Rating: 20.6

Diaries: 407/366:1
Sample Target: 350
% Below Line: 30.2
% Not Listed: 12.7

Retail $: 1.6 Bil
FM Share: 76.87%
Stations: 20/8

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	METRO CUME RATING S89	METRO CUME RATING S88	B I R C H SHR	B I R C H AQH	B I R C H CUME
1. KCLD-F	35/11.4		16.3		13.5	415	27.9	35.9	34.2			
2. WHMH-F	29/ 9.4		2.1		5.5	261	17.5	7.9	14.4			
3. KASM	25/ 8.1		5.0		4.6	169	11.4	8.0	8.6			
WWJO-F	25/ 8.1		8.9		9.3	296	19.9	16.4	16.4			
KKSR-F	25/ 8.1		6.7		----	207	13.9	14.5	----			
6. KXSS-F	23/ 7.5		----		----	312	21.0	----	----			
7. WJON	18/ 5.9		7.8		11.0	242	16.3	19.1	24.2			
WCCO	18/ 5.9		9.2		13.5	286	19.2	24.8	24.1			
9. KQRS-F	15/ 4.9		3.9		5.5	235	15.8	14.6	13.7			
10. KQQL-F	14/ 4.6		5.3		2.1	225	15.1	14.1	8.7			

12+ AMD

1. WJON <
2. KCLD-F<
3. WWJO-F<
4. KKSR-F<
5. WCCO

12+ MID

1. WHMH-F<
2. KCLD-F<
3. KKSR-F<
4. KASM <
5. KXSS-F

12+ PMD

1. WHMH-F<
2. KCLD-F
3. WWJO-F<
4. KKSR-F<
5. KASM
   KXSS-F

12+ EVE

1. WHMH-F
2. KCLD-F
3. KKSR-F
4. KXSS-F
   WJON

ADULTS 18-34

1. KCLD-F
2. WHMH-F>
3. KKSR-F
   KQRS-F
5. KXSS-F

ADULTS 25-54

1. KKSR-F<
2. WWJO-F
3. KCLD-F<
4. WCCO
5. KQQL-F

ADULTS 35-64

1. WWJO-F
2. WCCO
3. KKSR-F<
4. KASM

MEN 25-54

1. WWJO-F
2. KKSR-F
   WHMH-F
   KTCZ-F

WOMEN 25-54

1. KKSR-F<
2. KCLD-F
3. WWJO-F
   WLTE-F
5. KXSS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMXK-F	94.9	Litchfield	2.3/5.0
KDWB-F	101.3	Richfield/Mnpls	2.0/6.5
KEEY-F	102.1	St. Paul	1.0/4.8
KJJO-F	104.1	St. Louis Park	.3/3.6
KLXK-F	93.7	Minneapolis	2.0/6.3
KSTP	1500	St. Paul/Mnpls	.3/2.2
KSTP-F	94.5	St. Paul/Mnpls	.7/7.2
KTCZ-F	97.1	Minneapolis	.7/2.4
WLOL-F	99.5	Minneapolis	1.3/6.9
WLTE-F	102.9	Minn/St. Paul	2.9/9.1

RADIO STATIONS

KASM,	1150,	2.5 KW (DAYS) ,	Country	, $11.00	(---)	(ALBANY)	B. Gretsch
WJON,	1240,	1 KW ,	MOR	ABC E MBS, $15.00	(---)		A. Hilger
KCLD-F,	104.7,	100 KW @ 450 ,	CHR	ABC C ABC I, $25.00	(Roslin)		C. Johnson
KKSR-F,	96.1,	6 KW @ 300 ,	AC	, $16.00	(---)		J. Hennen
KXSS-F,	103.7,	3 KW @ 328 ,	???	, $15.00	(---)	(WAITE PARK)	R. Linder
WWJO-F,	98.1,	100 KW @ 1000 ,	Country	ABC E, $18.00	(---)		A. Hilger

Other ranked stations -- see Minneapolis in Spring 90 edition

SAN ANGELO, TX

MSA Rank/Pop: 325/100,100
ARB Rank/Pop: 244/82,700
Market TSL: 22.75
Average Person Rating: 16.6

Diaries: 375/220:1
Sample Target: 260
% Below Line: 0.0
% Not Listed: 11.7

Retail $: 0.8 Bil
FM Share: 91.74%
Stations: 7/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KGKL-F	44/32.1		29.5		17.2	345	41.7	45.0	26.0	29.6	37	318
2. KIXY-F	37/27.0		17.8		30.2	346	41.8	36.7	39.7	34.4	43	456
3. KBIL-F	13/ 9.5		10.1		9.5	177	21.4	25.5	22.4	12.0	15	234
4. KELI-F	9/ 6.6		10.1		13.8	146	17.7	14.8	21.3	4.8	6	152
5. KSJT-F	8/ 5.8		7.0		8.6	71	8.6	8.0	8.8			53
6. KAYJ	7/ 5.1		3.9		6.0	130	15.7	12.7	15.4	6.4	8	99
7. KGKL	3/ 2.2		4.7		2.6	72	8.7	14.4	11.5	1.6	2	91

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KGKL-F<	1. KGKL-F>	1. KGKL-F	1. KIXY-F
2. KIXY-F>>	2. KIXY-F>>	2. KIXY-F>>	2. KGKL-F>
	3. KBIL-F	3. KBIL-F	3. KBIL-F>
		4. KELI-F	4. KSJT-F

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KGKL-F	1. KGKL-F	1. KGKL-F>>	1. KGKL-F>>	1. KIXY-F<
KIXY-F>>	2. KIXY-F>>	2. KIXY-F	2. KIXY-F>>	2. KGKL-F>>
3. KBIL-F	3. KAYJ	3. KAYJ		
		KELI-F		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KAYJ,	1260,	1 KW/250 W ,	Oldies	UNISUP UNIULT,	$10.00	(Torbet)	W. Foser
KGKL,	960,	5 KW/1 KW (DA-N) ,	MOR/Nost.	ABC I,	$ 9.00	(Katz)	A. Lewis
KBIL-F,	92.9,	100 KW @ 600 ,	AC	,	$12.00	(Banner)	P. Edcock
KELI-F,	98.7,	100 KW @ 1290 ,	EZ	APR,	$13.00	(K & P)	G. Thomas
KGKL-F,	97.5,	100 KW @ 411 ,	Country	ABC I,	$22.00	(Katz)	A. Lewis
KIXY-F,	94.7,	100 KW @ 358 ,	CHR	,	$21.00	(Torbet)	W. Foster
KSJT-F,	107.5,	100 KW @ 602 ,	Hispanic	,	$10.00	(Lotus)	

SANTA BARBARA, CA

MSA Rank/Pop: 137/352,400
ARB Rank/Pop: 174/166,400
Market TSL: 20.25
Average Person Rating: 15.1

Diaries: 378/440:1
Sample Target: 370
% Below Line: 16.0
% Not Listed: 20.6

Retail $: 1.7 Bil
FM Share: 72.00%
Stations: 15/10

		FAL	SPG	FAL	SPG	METRO	METRO CUME RATING			B I R C H		
12+ METRO	1/4/SHARE	89	89	88	88	CUME	S90	S89	S88	SHR	AOH	CUME
1. KDB -F	26/10.3	5.4	5.2	5.6	5.8	296	17.8	12.9	12.8	5.9	15	246
2. KRUZ-F	22/ 8.7	11.3	9.3	9.1	9.1	288	17.3	22.3	20.7	5.5	14	295
3. KTMS	21/ 8.3	6.2	7.4	6.3	6.6	308	18.5	15.1	17.7	7.8	20	308
KTYD-F	21/ 8.3	8.9	12.2	17.9	14.0	390	23.4	31.8	27.8	16.5	42	491
5. KMGQ-F	19/ 7.5	7.8	6.3	5.6	9.9	301	18.1	16.7	18.9	4.7	12	236
6. KCQR-F	18/ 7.1	7.0	3.0	----	----	253	15.2	9.2	----	5.9	15	197
7. KHTY-F	15/ 6.0	3.1	7.0	7.7	9.5	283	17.0	22.3	21.1	7.1	18	230
8. KSBL-F	14/ 5.6	7.4	7.0	9.5	.8	193	11.6	15.8	5.5	5.5	14	212
9. KTRO	13/ 5.2	2.3	3.7	1.4	----	113	6.6	4.5	----	5.9	15	200
10. KIST	10/ 4.0	4.7	6.3	2.5	3.3	164	9.9	10.8	12.7	3.9	10	194

12+ AMD

1. KTMS
2. KRUZ-F
3. KTYD-F
4. KDB -F
5. KCQR-F

12+ MID

1. KRUZ-F<
2. KMGQ-F<
3. KCQR-F
   KTYD-F<
5. KDB -F

12+ PMD

1. KDB -F
2. KMGQ-F
3. KTYD-F<
4. KCQR-F
5. KHTY-F
   KRUZ-F
   KSBL-F

12+ EVE

1. KDB -F>
2. KHTY-F
   KTMS
4. KCQR-F
   KRUZ-F

ADULTS 18-34

1. KCQR-F
   KTYD-F>
3. KMGQ-F
4. KHTY-F
5. KSBL-F

ADULTS 25-54

1. KMGQ-F
2. KCQR-F<
3. KTYD-F
4. KTMS
5. KSBL-F
6. KDB -F

ADULTS 35-64

1. KDB -F
2. KRUZ-F
   KTMS >
4. KMGQ-F

MEN 25-54

1. KTYD-F
2. KTMS
3. KCQR-F
   KDB -F
5. KMGQ-F

WOMEN 25-54

1. KMGQ-F
2. KSBL-F
   KTRO
4. KCQR-F
5. KRUZ-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDB	1490	Santa Barbara	.8/4.3
KCAQ-F	104.7	Oxnard	2.0/6.7
KFI	640	Los Angeles	1.2/4.1
KLOS-F	95.5	Los Angeles	1.6/6.1
KNX	1070	Los Angeles	2.8/10.4

RADIO STATIONS

KIST,	1340,	1 KW ,	Oldies	, $15.00	(CBS)	Sheftell		B. Kaplan
KTMS,	1250,	2.5 KW/1 KW (DA-1),	Talk	ABC T ABC I, $28.00	(Durpetti)			L. Carroll
KCQR-F,	94.5,	.9 KW @ 2960,	AOR	, $22.00	(Banner)		(ELLWOOD)	S. Romaine
KDB-F,	93.7,	13 KW @ 870,	Classical	, $30.00	(CMBS)			B. Scott
KHTY-F,	97.5,	17 KW @ 2940,	CHR	ABC FM, $28.00	(Durpetti)			L. Carroll
KMGQ-F,	106.3,	365 W @ 879,	AC	, $26.00	(CBS)	Sheftell	(GOLETA)	B. Kaplan
KRUZ-F,	103.3,	105 KW @ 2980,	EZ	, $41.00	(Katz)			C. Schuele
KSBL-F,	101.7,	310 W @ 810,	Soft AC	UNISUP, $32.00	(Republic)		(CARPENTER)	M. Reichert
KTYD-F,	99.9,	34 KW @ 1278,	AOR	, $40.00	(Mc-Guild)	Home News		A. Reimer

KTRO -- see Oxnard in Spring 90 edition

SANTA FE, NM

MSA Rank/Pop: 308/114,500
ARB Rank/Pop: 239/93,200
Market TSL: 25.5
Average Person Rating: 18.9

Diaries: 304/307:1
Sample Target: 270
% Below Line: 74.5
% Not Listed: 19.9

Retail $: 0.8 Bil
FM Share: 86.52%
Stations: 21/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KRST-F	15/8.5		6.3		5.5	197	21.1	13.9	14.6			
2. KKSS-F	14/8.0		1.9		7.0	133	14.3	6.6	12.3			
3. KZRR-F	13/7.4		3.8		8.6	106	11.4	14.8	14.7			
4. KBOM-F	12/6.8		---		---	69	7.4	----	----			
KRBL-F	12/6.8		10.8		8.6	156	16.7	21.8	14.1			
6. KKOB-F	8/4.5		5.7		7.0	160	17.2	16.4	14.7			
KLSK-F	8/4.5		3.2		3.1	122	13.1	8.6	12.8			
8. KMIK	7/4.0		2.5		3.1	64	6.9	4.8	10.2			
KOLT-F	7/4.0		6.3		7.8	158	17.0	18.3	25.3			
10. KNYN-F	6/3.4		6.3		3.9	104	11.2	14.9	11.7			
KHFM-F	6/3.4		3.2		8.6	78	8.4	9.8	16.2			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KZRR-F>	1. KRST-F>	1. KRST-F	1. KKSS-F>
2. KRST-F	2. KZRR-F<	KZRR-F	2. KRBL-F>
3. KLSK-F	3. KBOM-F	3. KKSS-F	3. KBOM-F
4. KKOB-F	KRBL-F	4. KBOM-F	KLSK-F
KKSS-F	5. KLSK-F	KRBL-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KZRR-F	1. KBOM-F	1. KBOM-F	1. KZRR-F	1. KRST-F
2. KRBL-F	KRST-F	KRST-F>	2. KBOM-F	2. KLSK-F
3. KRST-F	KZRR-F	3. KKOB-F	3. KRBL-F	3. KBOM-F
4. KLSK-F	4. KLSK-F	KZRR-F		4. KMIK
		KMIK		KKOB-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDCE	970	Santa Fe/Albq	2.8/9.2
KNLA-F	101.1	White Rock/SF	.6/5.8
KRSN	1490	Los Alamos/SF	1.1/9.0
KTRC	1400	Santa Fe	1.7/5.6
KBAC-F	98.1	Las Vegas/SF	1.7/4.0
KFMG-F	107.9	Albuquerque	2.3/8.8
KIVA-F	105.1	Santa Fe/Albq	2.3/8.3
KKJY-F	100.3	Albuquerque	2.8/9.7
KKOB	770	Albuquerque	1.1/10.2
KMGA-F	99.5	Albuquerque	2.3/12.7

RADIO STATTIONS

KDCE,	950,	1 KW/250 W	, Hispanic	CNN UNISUP, $12.00	(Lotus)	(ESPANOLA)	R. Garcia
KMIK,	810,	5 KW (DAYS)	— Currently Silent				
KTRC,	1400,	1 KW	, Nostalgia	ABC I, $13.00	(Eastman)		B. Hanrahan
KBOM-F,	106.7,	15 KW @ 1940	, Hispanic	, $15.00	(Caballero)	(LOS ALAMOS)	L. Armer
KNYN-F,	95.5,	19 KW @ 1851	, Country	MBS UNIULT, $16.00	(---)		B. Bereman

SANTA ROSA, CA

MSA Rank/Pop: 127/369,800
ARB Rank/Pop: 115/315,600
Market TSL: 23.5
Average Person Rating: 18.2

Diaries: 419/753:1
Sample Target: 400
% Below Line: 65.7
% Not Listed: 21.2

Retail $: 2.4 Bil
FM Share: 50.66%
Stations: 26/6

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KFRC	51/8.9	4.4	5.3	5.2	5.1	439	13.9	12.5	13.1			
2. KZST-F	46/8.0	9.0	10.3	9.7	9.0	666	21.1	20.4	22.5			
3. KGO	38/6.6	7.7	5.3	7.9	8.6	496	15.7	20.3	15.7			
4. KNEW	34/5.9	5.8	4.6	2.6	3.7	265	8.4	11.0	8.9			
5. KHTT-F	31/5.4	7.1	3.3	4.9	5.9	581	18.4	12.6	21.1			
6. KXFX-F	25/4.4	6.5	7.7	6.2	2.9	437	13.8	17.8	7.8			
KNBR	25/4.4	3.8	5.0	1.5	5.5	421	13.3	16.2	13.7			
8. KRPQ-F	24/4.2	3.8	2.8	5.2	3.9	293	9.3	7.8	8.9			
9. KRQR-F	23/4.0	8.1	5.5	5.6	4.7	325	10.3	13.7	11.5			
10. KCBS	18/3.1	5.8	4.0	6.4	4.3	399	12.6	14.8	13.9			
11. KMGG-F	17/3.0	2.9	2.9	3.7	3.7	307	9.7	12.2	13.3			

12+ AMD

1. KZST-F
2. KFRC <
3. KGO
4. KHTT-F
   KNEW

12+ MID

1. KFRC
2. KZST-F
3. KNEW
4. KGO
5. KXFX-F<
6. KRPQ-F

12+ PMD

1. KZST-F
   KFRC >
3. KNEW
4. KGO <
5. KRPQ-F
6. KXFX-F

12+ EVE

1. KGO <
2. KNBR >
3. KZST-F
4. KHTT-F
5. KCBS

ADULTS 18-34

1. KRQR-F
2. KZST-F
3. KXFX-F
4. KHTT-F
5. KNEW

ADULTS 25-54

1. KZST-F<
2. KGO
3. KRQR-F<
4. KRPQ-F
   KXFX-F

ADULTS 35-64

1. KGO <
2. KFRC
3. KZST-F
   KNBR
5. KRPQ-F

MEN 25-54

1. KGO
2. KXFX-F
   KRQR-F
4. KNBR
5. KMGG-F

WOMEN 25-54

1. KZST-F>
2. KRPQ-F>
3. KSFO
4. KABL-F
5. KHTT-F
   KIOI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KSRO	1350	Santa Rosa	2.1/7.7
KABL	960	Oakland	1.7/4.4
KABL-F	98.1	San Francisco	1.6/7.6
KDFC-F	102.1	San Francisco	.7/3.0
KFOG-F	104.5	San Francisco	1.0/4.4
KIOI-F	101.3	San Fran/Oakland	1.0/4.3
KIQI	1010	San Francisco	1.4/3.5
KITS-F	105.3	San Francisco	1.4/4.1
KKHI	1550	San Francisco	1.6/2.8
KKHI-F	95.7	San Francisco	.5/1.2
KMEL-F	106.1	San Francisco	2.8/9.0
KOFY	1050	San Mateo/San Fran	.5/2.7
KOIT-F	96.5	San Francisco	.7/2.2
KSFO	560	San Francisco	2.6/8.4
KYA-F	93.3	San Francisco	1.2/4.8

RADIO STATIONS

KSRO,	1350,	5 KW (DA-N)	News/Talk	NBC ABC T,	$22.00	(Durpetti)	Fuller-Jeffrey		T. DeVoto
KHTT-F,	92.9,	2.3 KW @ 2150,	CHR	,	$31.00	(Durpetti)	Fuller-Jeffrey	(HEALDSBURG)	T. Devoto
KMGG-F,	97.7,	450 KW @ 800,	Oldies	UNISUP UNIULT,	$26.00	(Republic)	Liggett	(MONTE RIO)	K. Bjugstad
KRPQ-F,	104.9,	340 KW @ 915,	Country	,	$26.00	(K & P)		(ROHNERT PARK)	R. Castro
KXFX-F,	101.7,	18 KW @ 360,	AOR	UNISUP UNIULT,	$29.00	(Eastman)	Keffco		S. Sandman
KZST-F,	100.1,	3 KW @ 240,	AC	UNIULT,	$39.00	(Mc-Guild)			G. Zlot

Other ranked stations — see San Francisco in Spring 90 edition

SIOUX CITY, IA

MSA Rank/Pop: 308/114,500
ARB Rank/Pop: 240/93,000
Market TSL: 21.25
Average Person Rating: 15.6

Diaries: 310/300:1
Sample Target: 290
% Below Line: 2.4
% Not Listed: 12.4

Retail $: 0.8 Bil
FM Share: 52.76%
Stations: 9/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AOH	CUME
1. KGLI-F	32/22.1		21.3		25.0	348	37.4	35.4	39.4			
2. KSEZ-F	23/15.9		22.0		12.5	208	22.4	31.1	29.0			
3. KKMA-F	20/13.8		14.0		6.6	224	24.1	27.7	17.0			
4. KSCJ	18/12.4		10.7		11.0	264	28.4	19.5	26.8			
5. KMNS	17/11.7		14.0		16.2	207	22.3	21.0	23.7			
6. KWSL	13/ 9.0		2.0		8.1	168	18.1	11.4	17.1			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KSCJ <	1. KKMA-F	1. KGLI-F<	1. KGLI-F>>
2. KGLI-F>	2. KGLI-F<	2. KSEZ-F>	2. KSCJ
3. KSEZ-F<	3. KSEZ-F	3. KKMA-F>	KSEZ-F
4. KMNS <	4. KMNS	4. KMNS	4. KMNS
5. KKMA-F	5. KSCJ		

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KSEZ-F<	1. KSEZ-F	1. KKMA-F>	1. KSEZ-F>	1. KGLI-F
2. KGLI-F>>	KKMA-F	2. KSCJ	2. KKMA-F>	KKMA-F>
3. KKMA-F	3. KGLI-F>	KWSL	3. KGLI-F	3. KSEZ-F
4. KMNS	4. KSCJ <	4. KMNS	KSCJ	4. KMNS
	5. KMNS			KSCJ

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KQHU-F	104.1	Yankton	.7/4.4
WNAX	570	Yankton	1.4/5.8
WOW	590	Omaha/Council Blfs	.7/5.6

RADIO STATIONS

KMNS,	620,	1 KW (DA-2) ,	Country	MBS, $13.00	(Christal)	Legend		G. Pelletier
KSCJ,	1360,	5 KW (DA-N) ,	MOR	ABC I, $14.00	(K & P)			L. Magnuson
KWSL,	1470,	5 KW (DA-2) ,	Oldies	ABC C UNISUP, $10.00	(Torbet)			J. Daniels
KGLI-F,	95.5,	100 KW @ 900 ,	CHR	ABC C, $24.00	(Torbet)			J. Daniels
KKMA-F,	99.5,	100 KW @ 794 ,	Soft AC	UNISUP, $14.00	(Roslin)		(LEMARS)	P. Olsen
KSEZ-F,	97.9,	100 KW @ 609 ,	AOR	NBC SOURCE, $19.00	(Christal)	Legend		G. Pelletier

SPRINGFIELD, IL

MSA Rank/Pop:	209/192,000	Diaries:	382/424:1	Retail $:	1.4
ARB Rank/Pop:	178/161,900	Sample Target:	370	FM Share:	70.97%
Market TSL:	24.5	% Below Line:	6.0	Stations:	13/10
Average Person Rating:	18.3	% Not Listed:	16.5		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	BIRCH SHR	AQH	CUME
1. WYMG-F	43/14.5		18.0		23.3	433	26.7	26.4	35.1			
2. WDBR-F	40/13.5		14.5		7.9	535	33.0	31.6	24.3			
3. WNNS-F	38/12.8		12.0		18.4	415	25.6	24.2	32.4			
4. WTAX	30/10.1		12.4		9.2	352	21.7	26.8	20.8			
5. WVEM-F	27/ 9.1		3.9		4.9	210	13.0	12.2	12.2			
6. WFMB-F	20/ 6.7		12.4		12.1	247	15.3	20.5	27.4			
7. WMAY	16/ 5.4		7.1		5.9	175	10.8	13.9	11.0			
8. WCVS	13/ 4.4		5.3		4.3	223	13.8	12.0	15.5			
9. KMOX	12/ 4.0		1.1		2.3	103	6.4	5.8	10.0			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. WYMG-F<	1. WYMG-F	1. WYMG-F	1. WDBR-F<
2. WNNS-F<	2. WNNS-F>	2. WDBR-F	2. WTAX >
3. WTAX >	3. WVEM-F<	3. WNNS-F>	3. WNNS-F
4. WDBR-F<	4. WDBR-F	4. WVEM-F<	4. WYMG-F
5. WFMB-F		5. WTAX	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. WYMG-F>>	1. WNNS-F	1. WNNS-F<	1. WYMG-F>>	1. WNNS-F>>
2. WDBR-F	2. WYMG-F>	2. WVEM-F>	2. WNNS-F>>	2. WFMB-F
3. WNNS-F>	3. WFMB-F	3. WFMB-F	3. WDBR-F WFMB-F WMAY	3. WDBR-F WYMG-F
4. WFMB-F	4. WDBR-F	4. WTAX		5. WVEM-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WLUJ-F	97.7	Petersburg	1.7/4.9
WRVI-F	96.7	Virden	.7/4.2
WGN	720	Chicago	.7/4.4
WSMI-F	106.1	Lichtfield	.3/3.4

RADIO STATIONS

WCVS,	1450,	1 KW ,	Oldies/Full Service	ABC D, $14.00	(Mc-Guild)	Neuhoff		G. Neuhoff
WMAY,	970,	1 KW/500 W (DA-2),	Country	NBC, $16.00	(HNWH)	Midwest Family		T. Kushak
WTAX,	1240,	1 KW ,	MOR/Full Service	CBS MBS, $22.00	(Christal)	Bookey		C. Bagg
WDBR-F,	103.7,	50 KW @ 303 ,	CHR	, $25.00	(Christal)	Bookey		J. Schnacke
WFMB-F,	104.5,	43 KW @ 427 ,	Country	ABC I, $20.00	(Mc-Guild)	Neuhoff		G. Neuhoff
WNNS-F,	98.7,	50 KW @ 500 ,	AC	, $26.00	(HNWH)	Midwest Family		T. Kushak
WVEM-F,	101.9,	50 KW @ 275 ,	EZ/Soft AC	ABC E, $17.00	(K & P)			D. Rion
WYMG-F,	100.5,	50 KW @ 492 ,	AOR	, $30.00	(Katz)	Saga	(JACKSONVILLE)	J. Symons

STAMFORD - NORWALK, CT

MSA Rank/Pop: 210/191,500 (Stamford)
ARB Rank/Pop: 124/288,100
Market TSL: 23.00
Average Person Ratings: 17.6

Diaries: 475/607:1/50.3%
Sample Target: 400
% Below Line: 70.7%
% Not Listed: 13.8%

Retail $: 3.3 Bil
FM Share: 68.65%
Stations: 35/7

	12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1.	WEFX-F	38/7.5	4.9	4.9	3.7	5.1	477	10.7	14.0	12.0
2.	WEZN-F	32/6.3	5.4	5.5	5.2	3.8	450	15.6	14.8	13.0
3.	WHTZ-F	31/6.1	6.7	6.1	3.7	4.9	545	18.9	15.7	13.7
4.	WSTC	26/5.1	6.0	7.2	6.1	8.4	371	12.9	16.1	14.6
5.	WCBS	25/4.9	5.4	5.7	4.5	5.4	521	18.1	19.7	22.6
6.	WNLK	22/4.3	3.0	2.7	2.8	2.0	264	9.2	6.4	5.9
7.	WFAN	20/3.9	2.4	2.3	3.5	1.5	287	10.0	8.9	4.7
8.	WEBE-F	19/3.7	4.9	4.9	3.7	5.1	307	10.7	14.0	12.0
	WOR	19/3.7	2.8	1.4	2.8	1.3	204	7.1	4.4	3.3
10.	WNCN-F	17/3.4	1.7	2.7	1.9	4.1	283	9.8	7.8	11.9
	WYNY-F	17/3.4	4.1	2.0	2.4	1.5	236	8.2	7.5	5.3

12+ AMD

1. WSTC
2. WCBS
3. WEZN-F
   WFAN
5. WEFX-F

12+ MID

1. WEFX-F
2. WEZN-F
3. WHTZ-F
4. WSTC
5. WEBE-F

12+ PMD

1. WEFX-F
2. WEZN-F
3. WHTZ-F
4. WSTC
5.

12+ EVE

1. WHTZ-F
2. WEFX-F
   WCBS
   WCBS-F
5. WRKS-F

ADULTS 18-34

1. WEFX-F>>
2. WEBE-F
3. WHTZ-F
   WNEW-F
5. WDRE-F

ADULTS 25-54

1. WEFX-F
2. WEZN-F
3. WFAN
4. WEBE-F
5. WYNY-F

ADULTS 35-[illegible]

1. WEZN-F
2. WSTC
3. WCBS
4. WNCN-F
5.

MEN 25-54

1. WEFX-F
2. WFAN >
3. WEZN-F
4. WXRK-F
5. WCBS

WOMEN 25-54

1. WEBE-F
   WEFX-F>
3. WEZN-F
   WHTZ-F
   WYNY-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WGCH	1490	Greenwich	2.2/4.9
WJAZ-F	96.7	Stamford	1.6/5.3
[illegible]	1260	Westport	.8/2.4
WABC	770	New York	1.6/6.4
WBLI-F	106.1	Patchogue	.6/2.8
WBLS-F	107.5	New York	.4/2.5
WCBS-F	92.7	New York	3.0/10.6
WDRE-F	99.9	Bridgeport	2.0/7.4
WFME-F	94.7	Newark	.8/2.3
WHUD-F	100.7	Peekskill	.8/2.9
WINS	1010	New York	.4/5.4
WNEW-F	102.7	New York	2.6/10.1
WNSR-F	105.1	New York	.6/6.2
WPAT-F	930	Paterson	1.6/6.7
WPLJ-F	95.5	New York	1.8/10.4
WPLR-F	99.1	New Haven	.6/4.2
WQCD-F	101.9	New York	.8/3.4
WQHT-F	97.1	New York	1.4/4.3
WQXR-F	96.3	New York	2.2/7.1
WRKI-F	95.1	Brookfield	.6/3.6
WRKS-F	98.7	New York	2.4/6.5
WSKQ-F	97.9	New York	.6/2.2
WXRK-F	92.3	New York	3.2/14.7
WYNY-F	103.5	Lk. Success	3.4/8.2

RADIO STATIONS

WGCH, 1490, 1 KW	, MOR	NBC APR , $ 39.00 (Roslin)		C. Ponger
WNLK, 1350, 1 KW/500 W (DA-N)	, AC	ABC E , $ 47.00 (Christal)	CRB	D. Lacerenza
WSTC, 1400, 1 KW	, MOR/FULL SER.	ABC I , $ 65.00 (Katz)	Chase	W. Lada
WEFX-F, 95.9, 3 KW @ 300, CLASSIC AOR		, $ 69.00 (Christal)	CRB	D. Lacerenza
WJAZ-F, 96.7, 3 KW @ 328, JAZZ		, $ 39.00 (Katz)	Chase	D. Patchen

OTHER RANKED STATIONS: See New York or Bridgeport in Spring 1990 Edition

TEXARKANA, TX-AR

MSA Rank/Pop: 294/120,700
ARB Rank/Pop: 232/99,800
Market TSL: 23.0
Average Person Rating: 16.7

Diaries: 295/338:1
Sample Target: 280
% Below Line: 19.7
% Not Listed: 15.0

Retail $: 0.8 Bil
FM Share: 83.80%
Stations: 14/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KKYR-F	56/33.5		.7		——	379	38.0	8.8	——			
2. KKAR-F	13/ 7.8		11.2		12.4	137	13.7	15.4	12.4			
3. KCMC	12/ 7.2		9.9		10.9	135	13.5	18.9	16.3			
4. KLLI-F	11/ 6.6		7.9		7.8	153	15.3	16.8	14.4			
KTAL-F	11/ 6.6		9.2		10.9	156	15.6	16.8	17.0			
6. KTWN-F	10/ 6.0		12.5		7.0	106	10.6	24.9	18.0			
7. KRMD-F	8/ 4.8		7.2		10.1	56	6.6	18.3	14.8			
8. KKYR	6/ 3.6		——		2.3	96	9.6	3.5	6.8			

12+ AMD

1. KKYR-F>>
2. KCMC
3. KLLI-F
   KKAR-F

12+ MID

1. KKYR-F>>
2. KCMC
3. KLLI-F
4. KTAL-F

12+ PMD

1. KKYR-F>>
2. KCMC
   KKAR-F<
4. KLLI-F

12+ EVE

1. KKYR-F>
2. KKAR-F<
3. KTWN-F>
4. KTAL-F
5. KLLI-F

ADULTS 18-34

1. KKYR-F>>
2. KTAL-F>
3. KLLI-F
   KTWN-F

ADULTS 25-54

1. KKYR-F>>
2. KLLI-F
   KTWN-F
4. KKAR-F

ADULTS 35-64

1. KKYR-F>>
2. KCMC
   KKAR-F
   KRMD-F

MEN 25-54

1. KKYR-F>>
2. KLLI-F>

WOMEN 25-54

1. KKYR-F>>
2. KTWN-F
   KKAR-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KMLA	1400	Texarkana/Ashdwn	1.2/4.6
KMLA-F	103.9	Ashdown/Texarkana	.6/5.5
KTWN	940	Texarkana	1.8/6.6
KITT-F	93.7	Shreveport	1.2/11.6
KPXI-F	100.7	Mt Pleasant	2.4/ 5.3
KTUX-F	98.9	Carthage	1.8/ 8.0

RADIO STATIONS

KCMC,	740,	1 KW (DA-N) ,	Country	MBS, $12.00	(K & P)		D. Davis
KKYR-F,	102.5,	100 KW @ 459 ,	Country	ABC D, $20.00	(Banner)		C. Reininger
KLLI-F,	95.9,	1 KW @ 450 ,	AC	, $12.00	(Mc-Guild)	(HOOKS)	B. Barnett
KTWN-F,	107.1,	1 KW @ 489 ,	Country	ABC E, $11.00	(——)		F. Bell
KKAR-F,	101.7,	3 KW @ 300 ,	Black	SBN, $10.00	(K & P)	(HOPE)	B. Hoglund

Other ranked stations — see Shreveport in Spring 90 edition

TRENTON, NJ

MSA Rank/Pop: 143/333,700
ARB Rank/Pop: 130/280,500
Market TSL: 22.75
Average Person Ratings: 17.4

Diaries: 421/666:1
Sample Target: 400
% Below Line: 63.4%
% Not Listed: 21.3%

Retail $: 2.61 Bil.
FM Share: 71.95%
Stations: 34/6

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WKXW-F	41/8.4	3.5	6.5	554	19.8	12.9	18.7
2. WUSL-F	39/8.0	5.8	5.0	302	10.8	10.5	10.3
3. WPST-F	32/6.5	7.9	5.4	438	15.6	20.7	22.3
4. WHWH	30/6.1	5.6	5.6	333	11.9	16.5	15.3
5. WBUD	24/4.9	4.8	4.5	306	10.9	8.2	8.5
6. WXTU-F	19/3.9	5.6	3.4	268	9.6	12.3	8.2
WOR	19/3.9	3.1	4.3	259	9.2	6.4	7.6
8. WDAS-F	16/3.3	2.3	.9	221	7.9	6.5	6.9
WIOQ-F	16/3.3	1.2	1.6	232	8.3	4.3	3.3
WMMR-F	16/3.3	5.8	6.5	368	13.1	19.3	16.6

12+ AMD

1. WHWH
2. WKXW-F
3. WOR
4. WUSL-F
5.

12+ MID

1. WKXW-F
2. WPST-F
3. WBUD <
4. WUSL-F
5.

12+ PMD

1. WKXW-F
2. WUSL-F
3. WPST-F
4. WBUD
5.

12+ EVE

1. WUSL-F>
2. WKXW-F
   WIOQ-F
4. WPST-F
5.

ADULTS 18-34

1. WPST-F
2. WUSL-F
3. WKXW-F>
4. WMMR-F
5.

ADULTS 25-54

1. WKXW-F>
2. WPST-F
3. WUSL-F
4. WYSP-F
5.

ADULTS 35-64

1. WKXW-F
2. WHWH
3. WXTU-F
4. WBUD
5. WUSL-F

MEN 25-54

1. WKXW-F
2. WYSP-F
3. WPST-F
4. WMMR-F
5.

WOMEN 25-54

1. WKXW-F
2. WUSL-F
3. WPST-F
4. WXTU-F
5.

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WIMG	1300	Trenton	2.2/ 4.1
WTTM	920	Trenton	.6/ 3.7
WABC	770	New York	.4/ 3.5
WCAU	1210	Philadelphia	.8/ 4.8
WCBS	880	New York	1.0/ 5.8
WEAZ-F	101.1	Philadelphia	1.6/ 6.3
WEGX-F	106.1	Philadelphia	2.5/10.1
WFAN	660	New York	1.0/ 5.5
WFLN-F	95.7	Philadelphia	.6/ 3.4
WLTW-F	106.7	New York	.4/ 2.7
WMGK-F	102.9	Philadelphia	1.4/ 6.7
WNEW	1130	New York	.8/ 3.0
WNEW-F	102.7	New York	.8/ 3.4
WNSR-F	105.1	New York	.6/ 3.1
WOGL-F	98.1	Philadelphia	2.7/ 9.0
WPAT	930	Paterson	.2/ 1.0
WPAT-F	93.1	Paterson	.2/ 1.5
WPLJ-F	95.5	New York	1.4/ 5.5
WQHT-F	97.1	New York	1.0/ 3.8
WSNI-F	104.5	Philadelphia	2.0/ 7.5
WWDB-F	96.5	Philadelphia	.6/ 3.2
WXRK-F	92.3	New York	1.2/ 5.0
WYSP-F	94.1	Philadelphia	2.9/10.7

RADIO STATIONS

WBUD	1260	5 KW/2.5 KW (DA-2)	Nostalgia	$36.00	(Banner)	Press	J. Dziuba
WHWH	1350	5 KW (DA-2)	MOR/Full Service	$40.00	(Katz)	Nassau	J. Morris
WKXW-F	101.5	10 KW @ 800	Oldies	$56.00	(Banner)	Press	J. Dziuba
WPST-F	97.5	50 KW @ 460	CHR	$59.00	(Katz)	Nassau	J. Morris

Other ranked stations — see Philadelphia and New York in Spring '90 edition

TRI-CITIES, WA

(Richland - Kennewick - Pasco)

MSA Rank/Pop: 244/152,600
ARB Rank/Pop: 213/119,100
Market TSL: 21.5
Average Person Rating: 16.0

Diaries: 385/309:1
Sample Target: 330
% Below Line: 15.7
% Not Listed: 26.7

Retail $: 2.1 Bil
FM Share: 79.29%
Stations: 11/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KIOK-F	44/23.0		16.9		25.0	451	37.9	34.2	34.7	32.2	59	507
2. KNLT-F	20/10.5		7.4		2.1	255	21.4	18.8	10.1	6.0	11	214
3. KONA	17/ 8.9		6.9		12.5	242	20.3	18.8	22.4	7.1	13	191
4. KONA-F	16/ 8.4		8.5		9.7	207	17.4	15.1	19.3	8.7	16	173
5. KOTY-F	12/ 6.3		9.0		9.0	187	15.7	12.1	14.0	8.2	15	181
6. KEYW-F	9/ 4.7		6.3		4.9	152	12.8	19.3	10.1	3.3	6	141
7. KORD-F	8/ 4.2		6.3		13.2	166	13.9	14.4	23.4	12.0	22	243
8. KORD	5/ 2.6		7.4		3.5	117	9.8	8.4	8.6	3.8	7	125
9. KALE	4/ 2.1		7.9		3.5	103	8.6	16.9	7.1	4.4	8	181
10. KTCR-F	3/ 1.6		2.1		2.1	63	5.3	7.7	7.1	1.6	3	71

12+ AMD

1. KIOK-F>
2. KONA >
3. KNLT-F
   KOTY-F
5. KONA-F

12+ MID

1. KIOK-F>>
2. KNLT-F
3. KONA-F
4. KONA

12+ PMD

1. KIOK-F>>
2. KNLT-F>
3. KONA-F
4. KOTY-F

12+ EVE

1. KIOK-F>>
2. KORD
   KNLT-F

ADULTS 18-34

1. KIOK-F>>
2. KNLT-F
3. KOTY-F
4. KORD-F

ADULTS 25-54

1. KIOK-F
2. KNLT-F>
3. KOTY-F
   KONA

ADULTS 35-64

1. KONA-F
2. KONA
3. KNLT-F>
4. KOTY-F
   KEYW-F

MEN 25-54

1. KIOK-F>>
2. KNLT-F
3. KOTY-F
4. KONA

WOMEN 25-54

1. KNLT-F
2. KEYW-F>
3. KIOK-F
   KONA

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KWHT-F 103.5 Pendleton/Walla Walla 1.0/5.4

RADIO STATIONS

KALE,	960, 5 KW/1 KW (DA-N)	,	Oldies	NBC, $ 9.00	(HNWH)	Sterling		K. Balcom
KONA,	610, 5 KW (DA-2)	,	MOR	ABC I, $12.00	(K & P)			D. Mitchell
KORD,	870, 10 KW/25 W	,	Country	ABC D, $ 9.00	(MMR)			J. Ripley
KTCR,	1340, 1 KW	,	Talk	MBS, $ 8.00	(Christal)			T. McCoy
KEYW-F,	98.3, 3 KW @ 200	,	Oldies/AC	UNISUP, $12.00	(Republic)			O. Knudson
KIOK-F,	94.9, 100 KW @ 1250	,	CHR	, $28.00	(HNWH)	Sterling		K. Balcom
KONA-F,	105.3, 100 KW @ 1180	,	EZ	CBS, $13.00	(K & P)			D. Mitchell
KORD-F,	102.7, 100 KW @ 1100	,	Country	ABC D, $12.00	(MMR)			J. Ripley
KOTY-F,	106.5, 100 KW @ 1075	,	Country	MBS, $14.00	(Christal)			T. McCoy
KNLT-F,	95.7, 100 KW @ 1400	,	AC	UNISUP UNIULT, $15.00	(Republic)		(WALLA WALLA)	D. Sapp

TUSCALOOSA, AL

MSA Rank/Pop: 250/146,900
ARB Rank/Pop: 209/122,000
Market [illegible]: 21.25
Average Person Rating: 16.1

Diaries: 320/381:1
Sample Target: 320
% Below Line: 9.8
% Not Listed: 16.8

Retail $: 0.8 Bil
FM Share: 79.75%
Stations: 15/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WZBQ-F	44/22.4		21.5		12.0	420	34.4	39.5	20.9			
2. WTUG-F	23/11.7		10.7		10.4	247	20.2	18.9	20.2			
3. WACT-F	18/ 9.2		8.3		12.6	250	20.5	16.0	22.6			
WTSK	18/ 9.2		18.0		9.3	178	14.6	21.7	15.0			
5. WTXT-F	16/ 8.2		.5		——	126	10.3	3.3	——			
6. WFFX-F	13/ 6.6		10.2		10.9	257	21.1	28.0	26.2			
7. WACT	9/ 4.6		.5		5.5	145	11.9	3.7	10.9			
8. WZZK-F	7/ 3.6		4.9		9.8	176	14.4	15.5	23.3			

12+ AMD

1. WZBQ-F
2. WTSK >
3. WACT-F
4. WTUG-F

12+ MID

1. WZBQ-F>>
2. WTXT-F<
3. WACT-F
   WFFX-F

12+ PMD

1. WZBQ-F>
2. WTUG-F>
3. WACT-F<
4. WFFX-F

12+ EVE

1. WTUG-F<
2. WZBQ-F>>

ADULTS 18-34

1. WZBQ-F>>
2. WTUG-F>
3. WFX-F

ADULTS 25-54

1. WZBQ-F>>
2. WTXT-F
3. WFFX-F
   WTSK
5. WTUG-F

ADULTS 35-64

1. WTSK
   WZBQ-F
3. WACT-F
   WTXT-F

MEN 25-54

1. WZBQ-F>
2. WTXT-F>
3. WACT-F>

WOMEN 25-54

1. WZBQ-F
2. WFFX-F
   WTSK
4. WTUG-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WRLX	1230	Tuscaloosa	2.6/4.3
WZBQ	1150	Tuscaloosa	.5/2.0
WAPI-F	94.5	Birmingham	.5/4.2
WDJC-F	93.7	Birmingham	.5/3.7
WENN-F	107.7	Birmingham	1.0/6.1
WMJJ-F	96.5	Birmingham	.5/6.1
WZRR-F	99.5	Birmingham	2.0/8.0

RADIO STATIONS

WACT,	1420,	5 KW (DA-2) ,	Gospel	APR, $ 9.00	(Roslin)			W. Price
WTSK,	790,	5 KW/36 W ,	Black	NBN, $13.00	(---)			J. Kell
WACT-F,	105.5,	3 KW @ 300 ,	Country	APR, $14.00	(Roslin)			W. Price
WFFX-F,	95.7,	100 KW @ 450 ,	AC	, $16.00	(Eastman)	Arrow		G. O'Rear
WTUG-F,	92.7,	6 KW @ 300 ,	Black	SBN, $15.00	(Republic)			J. Kell
WTXT-F,	98.1,	100 KW @ 905 ,	Nost/EZ	NBC, $12.00	(Christal)		(FAYETTE)	J. Mauldin
WZBQ-F,	102.5,	12 KW @ 2050 ,	CHR	ABC I, $21.00	(Torbet)		(JASPER)	J. Smith

WZZK -- see Birmingham in Spring 90 edition

TYLER, TX

MSA Rank/Pop: 239/155,600
ARB Rank/Pop: 203/128,500
Market TSL: 25.0
Average Person Rating: 18.6

Diaries: 362/355:1
Sample Target: 330
% Below Line: 11.9
% Not Listed: 22.6

Retail $: 1.0 Bil
FM Share: 68.65%
Stations: 13/9

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	ACH	CUME
1. KNUE-F	41/17.2		20.5		21.6	389	30.3	25.5	31.0	22.7	46	396
2. KZEY	34/14.2		5.2		8.7	253	19.7	11.7	15.5	12.8	26	373
3. KTYL-F	29/12.1		15.7		11.5	339	26.4	25.5	24.2	11.8	24	328
4. KTBB	20/ 8.4		3.9		11.5	264	20.5	14.6	21.8	6.4	13	225
5. KOOI-F	17/ 7.1		7.4		10.1	203	15.8	14.9	13.6	6.4	13	182
6. KISX-F	11/ 4.6		5.2		8.2	120	9.3	17.4	17.2	3.4	7	109
7. KKTX-F	9/ 3.8		----		----	103	8.0	----	----	5.9	12	163
8. KKDA-F	7/ 2.9		1.7		----	109	8.5	7.2	----	5.9	12	146
9. KROZ-F	6/ 2.5		13.1		9.6	77	6.0	19.5	13.9	3.0	6	131

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KNUE-F	1. KNUE-F>	1. KNUE-F>	1. KZEY
2. KTYL-F<	2. KTYL-F	2. KZEY <	2. KNUE-F>
3. KTBB	3. KOOI-F	3. KTYL-F>	3. KTYL-F>
4. KZEY	4. KZEY	4. KOOI-F	4. KTBB

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KNUE-F<	1. KNUE-F	1. KNUE-F>	1. KNUE-F>	1. KNUE-F
2. KTYL-F	2. KTYL-F<	2. KZEY	2. KTYL-F	2. KTYL-F<
3. KZEY >	3. KZEY >	3. KTYL-F	3. KISX-F KTBB KZEY KKTX-F	3. KZEY >
4. KKTX-F	4. KISX-F	4. KTBB		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KDOK	1330	Tyler	1.7/3.3
KPXI-F	100.7	Mt. Pleasant	.4/3.1
KEGL-F	97.1	Ft. Worth/Dallas	.8/3.6
KYKX-F	105.7	Longview	1.7/4.7

RADIO STATIONS

KTBB,	600,	5 KW/2.5 KW (DA-2),	MOR/AC	ABC I, $13.00	(Durpetti)		D. Chaney
KZEY,	690,	1 KW/92 W (DA-2) ,	Black	SBN, $12.00	(Mc-Guild)		A. Brooks
KISX-F,	107.35,	50 KW @ 370,	Oldies	UNIPWR, $14.00	(Christal)	(WHITEHOUSE)	B. Downs
KNUE-F,	101.5,	98 KW @ 1074,	Country	, $27.00	(Banner)		D. Chaney
KOOI-F,	106.5,	100 KW @ 1468,	EZ/Soft AC	ABC E, $17.00	(Republic)	(JACKSONVILLE)	D. Walker
KROZ-F,	92.1,	3 KW @ 280,	Country	SBN, $11.00	(Mc-Guild)		A. Brooks
KTYL-F,	93.1,	100 KW @ 375,	AC	ABC C, $24.00	(Durpetti)		T. Patterson

KKTX -- see Longview
KKDA — see Dallas in Spring 90 edition

VICTORIA, TX

MSA Rank/Pop: 346/74,800
ARB Rank/Pop: 259/60,800
Market TSL: 20.25
Average Person Rating: 15.0

Diaries: 295/206:1
Sample Target: 250
% Below Line: 1.3
% Not Listed: 16.5

Retail $: 0.6 Bil
FM Share: 85.53%
Stations: 8/7

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KZEU-F	30/33.0		21.8		13.7	238	39.1	39.6	26.3			
2. KVIC-F	22/24.2		21.8		30.5	229	37.7	42.1	45.9			
3. KEPG-F	8/ 8.8		8.9		----	75	12.3	13.7	----			
KNAL	8/ 8.8		5.0		12.6	98	16.1	13.9	21.9			
5. KPLV-F	3/ 3.3		4.0		7.4	69	11.3	13.4	21.5			
6. KAMG	2/ 2.2		4.0		6.3	60	9.9	10.3	17.4			
KTXN-F	2/ 2.2		3.0		3.2	36	5.9	8.7	8.0			
8. KTRH	1/ 1.1		3.0		2.1	35	5.8	8.7	6.9			

12+ AMD

1. KZEU-F>>
2. KVIC-F>
3. KNAL

12+ MID

1. KZEU-F>>
2. KVIC-F>>
3. KEPG-F

12+ PMD

1. KZEU-F
2. KVIC-F>>
3. KEPG-F

12+ EVE

1. KVIC-F>>
2. KZEU-F
3. KNAL
4. KEPG-F

ADULTS 18-34

1. KZEU-F
2. KVIC-F>>

ADULTS 25-54

1. KZEU-F>>
2. KVIC-F>>
3. KEPG-F

ADULTS 35-64

1. KZEU-F>>
2. KEPG-F
3. KNAL
4. KVIC-F

MEN 25-54

1. KZEU-F>>
2. KVIC-F>>

WOMEN 25-54

1. KZEU-F>>
2. KVIC-F
3. KNAL

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KAMG,	1340,	1 KW	,	Oldies	ABC D, $ 7.00	(Mc-Guild)	Mayes		B. Woodman
KNAL,	1410,	500 W (DA-N)	,	Country	, $11.00	(Riley)			C. King
KEPG-F,	100.9,	3 KW @ 304	,	Hispanic	, $12.00	(Lotus)			B. Sandoval
KPLV-F,	93.3,	100 KW @ 660	,	CHR	, $10.00	(Riley)		(PORT LAVACA)	D. McDougall
KTXN-F,	98.7,	100 KW @ 253	,	EZ	CNN, $ 9.00	(K & P)			D. Freed
KVIC-F,	95.1,	100 KW @ 500	,	CHR	, $17.00	(Mc-Guild)	Mayes		B. Woodman
KZEU-F,	107.9,	100 KW @ 362	,	Country	, $20.00	(Eastman)	Osborn/Reynolds		B. Springer

WATERBURY, CT

MSA Rank/Pop: 196/216,700
ARB Rank/Pop: 164/181,000
Market TSL: 22.25
Average Person Ratings: 16.8

Diaries: 378/479:1
Sample Target: 400
% Below Line: 81.4
% Not Listed: 22.4

Retail $: 1.60 Bil
FM Share: 77.97%
Stations: 22/4

12+ METRO	1/4/SHARE	SPG 89	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88
1. WKSS-F	26/8.6	6.6	8.5	409	22.6	20.4	17.5
2. WKCI-F	24/7.9	11.4	12.0	459	25.4	29.5	23.7
3. WEZN-F	20/6.6	3.1	7.4	236	13.0	9.7	11.1
4. WDRC-F	19/6.3	8.0	7.1	281	15.5	18.3	14.7
5. WWYZ-F	17/5.6	6.9	1.1	225	12.4	12.2	4.4
6. WTIC	16/5.3	4.0	8.5	254	14.0	15.0	18.0
7. WPLR-F	15/4.9	3.7	4.6	268	14.8	12.6	10.9
8. WIOF-F	14/4.6	4.0	4.9	219	12.1	12.3	11.4
WQQW	14/4.6	7.4	4.9	137	7.6	13.2	10.2
10. WHCN-F	13/4.3	2.6	3.2	285	15.7	9.4	8.6
11. WATR	11/3.6	6.6	8.5	197	10.9	18.8	16.3

	12+ AMD
1.	WTIC
2.	WKCI-F<
3.	WDRC-F
4.	WKSS-F
5.	WEZN-F

	12+ MID
1.	WWYZ-F
	WDRC-F
3.	WKCI-F<
4.	WIOF-F
	WEZN-F
	WQQW

	12+ PMD
1.	WEZN-F
	WKSS->
3.	WWYZ-F
	WKCI-F
5.	WPLR-F

	12+ EVE
1.	WKSS-F>
2.	WEZN-F>
3.	WKCI-F
4.	
5.	

	ADULTS 18-34
1.	WKSS-F
2.	WPLR-F
3.	WHCN-F>
4.	WKCI-F
5.	

	ADULTS 25-54
1.	WDRC-F
2.	WEZN-F
3.	WKCI-F
4.	WKSS-F
	WIOF-F
	WWYZ-F

	ADULTS 35-64
1.	WEZN-F>
2.	WWYZ-F<
3.	WDRC-F
4.	WKCI-F
5.	WTIC

	MEN 25-54
1.	WDRC-F
2.	WKCI-F
3.	WEZN-F
	WHCN-F
5.	

	WOMEN 25-54
1.	WEZN-F
2.	WIDF-F
3.	WDRC-F
4.	WWYZ-F
	WKCI-F
	WKSS-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WWCO	1240	Waterbury	.7/ 4.1
WABC	770	New York	1.0/ 4.1
WCCC-F	106.9	Hartford	2.3/ 6.7
WDAQ-F	98.3	Danbury	1.0/ 3.5
WEBE-F	107.9	Westport	2.3/ 5.2
WFAN	660	New York	1.6/ 8.2
WOR	710	New York	.3/ 3.5
WRCH-F	100.5	New Britain/Hrtfrd	2.6/ 9.8
WRKI-F	95.1	Brookfield	2.0/ 9.2
WRKS-F	98.7	New York	.3/ 2.6
WTIC-F	96.5	Hartford	1.3/11.2

RADIO STATIONS

WATR ,	1320,	5 KW/1 KW (DA-2),	MOR/Full Service	CBS, $34.00	(Banner)	F. Erwin
WQQW ,	1590,	5 KW (DA-1) ,	Talk/Nostalgia	CNN UNISUP, $32.00	(—)	T. Coffey
WWCO ,	1240,	1 KW ,	AC	ABC FM UNISUP, $17.00	(—)	P. Ciullo

Other ranked stations — See Hartford, New Haven and Bridgeport in Spring'90 edition

WATERTOWN, NY

MSA Rank/Pop: NA	Diaries: 274/295:1	Retail $:	0.6 Bil
ARB Rank/Pop: 247/80,800	Sample Target: 250	FM Share:	67.54%
Market TSL: 22.0	% Below Line: 10.5	Stations:	10/6
Average Person Rating: 16.8	% Not Listed: 16.2		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	METRO CUME RATING S89	METRO CUME RATING S88	BIRCH SHR	BIRCH AQH	BIRCH CUME
1. WTNY-F	36/26.5		23.0		34.2	342	42.3	40.2	47.2			
2. WTNY	26/19.1		14.1		16.2	238	29.5	32.9	31.1			
3. WCIZ-F	15/11.0		11.1		15.4	179	22.2	22.2	22.5			
4. WTOJ-F	14/10.3		6.7		12.0	188	23.3	18.3	21.6			
5. WNCQ	11/ 8.1		11.1		4.3	131	16.2	16.4	10.4			
6. WKFM-F	5/ 3.7		3.7		.9	43	5.3	6.6	5.4			
7. WATN	3/ 2.2		5.2		3.4	103	12.7	13.6	9.4			
WYYY-F	3/ 2.2		---		.9	39	4.8	---	4.6			
CFMK-F	3/ 2.2		---		---	35	4.3	---	---			

12+ AMD

1. WTNY
2. WTNY-F>>
3. WNCQ

12+ MID

1. WTNY-F
2. WTNY <
3. WTOJ-F
4. WCIZ-F

12+ PMD

1. WTNY-F>>
2. WCIZ-F<
3. WTNY <
4. WTOJ-F

12+ EVE

1. WTNY-F>>
2. WTOJ-F
3. WTNY
4. WCIZ-F

ADULTS 18-34

1. WTNY-F>
2. WCIZ-F>>
3. WKFM-F
4. WTOJ-F

ADULTS 25-54

1. WTNY-F
2. WTOJ-F>
3. WCIZ-F
4. WTNY

ADULTS 35-64

1. WTNY
2. WTNY-F
   WTOJ-F>
4. WNCQ

MEN 25-54

1. WTNY-F
2. WCIZ-F
3. WTNY
   WTOJ-F
5. WKFM-F

WOMEN 25-54

1. WTNY-F
2. WTOJ-F>>
3. WCIZ-F
   WTNY

OTHER RATED STATIONS/METRO SHARE & CUME RATING

CFLY-F	98.3	Kingston ON	.7/5.7

RADIO STATIONS

WATN,	1240,	1 KW ,	Oldies	ABC E TALKNT, $ 8.00	(Roslin)		D. Mance
WNCQ,	1410,	5 KW/1 KW (DA-N),	Country	SMN, $10.00	(K & P)		B. Danziger
WTNY,	790,	1 KW (DA-N) ,	MOR/Full Service	, $22.00	(Torbet)		D. Alexander
WCIZ-F,	97.5,	41 KW @ 292 ,	AOR	ABC FM, $16.00	(K & P)		B. Danziger
WTNY-F,	93.5,	3 KW @ 330 ,	CHR	, $31.00	(Torbet)		D. Alexander
WTOJ-F,	103.1,	.8 KW @ 670 ,	AC	UNISUP UNIULT, $13.00	(Roslin)	(CARTHAGE)	D. Mance

Other ranked stations — see Syracuse in Spring 90 edition

WICHITA FALLS, TX

MSA Rank/Pop:	288/123,600	Diaries:	334/313:1	Retail $:	1.0 Bil
ARB Rank/Pop:	229/104,500	Sample Target:	300	FM Share:	91.30%
Market TSL:	20.5	% Below Line:	2.2	Stations:	8/7
Average Person Rating:	15.5	% Not Listed:	14.8		

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AQH	CUME
1. KLUR-F	46/28.4		27.5		35.1	448	42.9	44.3	43.2			
2. KNIN-F	32/19.8		21.3		13.6	367	35.1	38.8	33.0			
3. KWFS-F	21/13.0		11.3		14.9	243	23.3	27.0	29.2			
4. KTLT-F	16/ 9.9		13.8		12.3	227	21.7	26.0	23.4			
5. KYYI-F	11/ 6.8		——		——	180	17.2	——	——			
6. KWFT	6/ 3.7		6.3		1.3	124	11.9	11.7	9.8			
7. KGTM	3/ 1.9		3.8		6.5	66	6.3	10.7	11.3			
WBAP	3/ 1.9		1.9		.6	75	7.2	6.9	6.6			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KLUR-F>>	1. KLUR-F>>	1. KLUR-F>	1. KNIN-F>>
2. KNIN-F	2. KNIN-F	2. KNIN-F>	2. KLUR-F>
3. KWFS-F<	3. KWFS-F>	3. KWFS-F>	3. KWFS-F
4. KWFT	4. KTLT-F	4. KTLT-F	4. KTLT-F
		KYYI-F	

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KLUR-F<	1. KLUR-F>	1. KLUR-F>>	1. KLUR-F>>	1. KLUR-F>
2. KNIN-F>>	2. KWFS-F	2. KWFS-F>	2. KWFS-F	2. KWFS-F
3. KTLT-F<	3. KNIN-F	3. KTLT-F	3. KNIN-F	3. KTLT-F
4. KWFS-F	KTLT-F	KYYI-F	4. KTLT-F	4. KNIN-F
				5. KYYI-F

OTHER RATED STATIONS/METRO SHARE & CUME RATING

RADIO STATIONS

KGTM,	990, 10 KW/1 KW (DA-2) ,		Country	, $ 7.00	(Banner)			M. Rosen
KWFT,	620, 5 KW (DA-N) ,		MOR	CBS APR, $ 9.00	(Torbet)			D. Whan
KLUR-F,	99.9,	100 KW @ 830 ,	Country	ABC I, $29.00	(Katz)			S. Beard
KNIN-F,	92.9,	100 KW @ 985 ,	CHR	ABC C, $24.00	(Banner)			J. Michael
KTLT-F,	106.3,	3 KW @ 300 ,	AC	, $15.00	(Christal)			K. Schroder
KWFS-F,	103.3,	100 KW @ 440 ,	CHR	UNIPWR, $18.00	(Mc-Guild)	Sun Group		R. Jordan
KYYI-F,	104.7,	100 KW @ 1017 ,	???	, $10.00	(Riley)		(BURKBENNET)	

WBAP — See Dallas in Spring 90 edition

WILLIAMSPORT, PA

MSA Rank/Pop: 305/117,500
ARB Rank/Pop: 233/98,300
Market TSL: 24.75
Average Person Rating: 18.6

Diaries: 315/312:1
Sample Target: 290
% Below Line: 0.0
% Not Listed: 13.7

Retail $: 0.7 Bil
FM Share: 79.75%
Stations: 10/10

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. WILQ-F	43/23.5		21.8		25.9	366	37.2	38.0	36.9			
2. WHTO-F	33/18.0		16.0		18.7	320	32.6	28.3	31.6			
3. WKSB-F	32/17.5		16.0		8.4	343	34.9	29.9	19.5			
4. WLYC	16/ 8.7		5.9		8.4	126	12.8	11.6	15.0			
5. WFXX-F	10/ 5.5		11.7		18.7	207	21.1	27.9	32.0			
WWPA	10/ 5.5		6.4		7.2	123	12.5	11.7	14.5			
7. WRAK	6/ 3.3		1.6		1.2	131	13.3	10.0	7.3			

12+ AMD

1. WILQ-F>
2. WKSB-F
3. WHTO-F>
4. WLYC

12+ MID

1. WILQ-F
2. WKSB-F
3. WHTO-F>
4. WLYC

12+ PMD

1. WHTO-F
   WKSB-F
3. WILQ-F>

12+ EVE

1. WHTO-F
2. WILQ-F
3. WKSB-F>
4. WFXX-F

ADULTS 18-34

1. WHTO-F>>
2. WKSB-F>>
3. WFXX-F
   WILQ-F

ADULTS 25-54

1. WILQ-F<
2. WKSB-F>>
3. WHTO-F>
4. WFXX-F

ADULTS 35-64

1. WILQ-F>>
2. WKSB-F>>

MEN 25-54

1. WILQ-F
2. WKSB-F>>
3. WHTO-F>
4. WFXX-F
   WKHL-F

WOMEN 25-54

1. WILQ-F<
2. WKSB-F>>
3. WHTO-F>

OTHER RATED STATIONS/METRO SHARE & CUME RATING

WJSA-F	93.5	Jersy Shr/Wlmsprt	.5/3.7
WKHL-F	95.5	Salladasburg	1.6/4.5
WRKK-F	97.7	Jersy Shr/Wlmsprt	2.2/4.2

RADIO STATIONS

WLYC,	1050,	1 KW/35 W ,	Nostalgia	ABC I, $13.00	(—)		R. Cunnion
WRAK,	1400,	1 KW ,	Talk	CNN NBC, $10.00	(—)		J. Dame
WWPA,	1340,	1 KW ,	Nostalgia	CBS UNISUP, $11.00	(—)		W. Ott
WFXX-F,	99.3,	210 W @ 1280 ,	CHR	SOURCE, $16.00	(Republic)		J. Quinn
WHTO-F,	103.9,	1.3 KW @ 429 ,	CHR	ABC FM, $18.00	(—)	(MUNCY)	V. Michael
WILQ-F,	105.1,	9 KW @ 1135 ,	Country	ABC I, $27.00	(Roslin)		R. Cunnion
WKSB-F,	102.7,	53 KW @ 1287 ,	AC	UNISUP, $23.00	(—)		J. Dame

YAKIMA, WA

MSA Rank/Pop: 214/187,400
ARB Rank/Pop: 187/151,200
Market TSL: 21.0
Average Person Rating: 15.9

Diaries: 372/406:1
Sample Target: 350
% Below Line: 0.0
% Not Listed: 17.0

Retail $: 1.0 Bil
FM Share: 72.50%
Stations: 14/14

12+ METRO	1/4/SHARE	FAL 89	SPG 89	FAL 88	SPG 88	METRO CUME	METRO CUME RATING S90	S89	S88	B I R C H SHR	AOH	CUME
1. KXDD-F	44/18.3		15.2		16.3	413	27.3	19.9	23.0			
2. KFFM-F	41/17.0		16.5		8.8	439	29.0	28.8	20.6			
3. KATS-F	37/15.4		17.0		17.7	339	22.4	27.2	25.2			
4. KIT	19/ 7.9		8.0		11.2	276	18.3	20.8	20.4			
5. KUTI	16/ 6.6		5.4		7.9	187	12.4	12.2	10.6			
6. KRSE-F	10/ 4.1		4.0		4.2	161	10.6	8.3	7.6			
7. KHYT-F	9/ 3.7		.4		5.1	163	10.8	2.1	14.5			
8. KZTA	3/ 2.5		.9		----	70	4.6	1.9	----			
9. KMWX	5/ 2.1		2.2		2.3	98	6.5	7.1	9.2			
KYXE	5/ 2.1		1.3		2.8	90	6.0	3.3	5.4			

12+ AMD	12+ MID	12+ PMD	12+ EVE
1. KATS-F<	1. KATS-F<	1. KATS-F	1. KFFM-F>>
2. KXDD-F	2. KXDD-F>	KFFM-F<	2. KATS-F
3. KIT	3. KFFM-F	3. KXDD-F>	3. KXDD-F
4. KFFM-F	4. KUTI		4. KIT

ADULTS 18-34	ADULTS 25-54	ADULTS 35-64	MEN 25-54	WOMEN 25-54
1. KATS-F>	1. KXDD-F<	1. KXDD-F>	1. KATS-F	1. KXDD-F>
2. KFFM-F	2. KATS-F>	2. KUTI	2. KXDD-F>	2. KATS-F
3. KXDD-F>	3. KFFM-F>	3. KFFM-F	3. KFFM-F>	KFFM-F>
		KIT		

OTHER RATED STATIONS/METRO SHARE & CUME RATING

KBBO	1390	Yakima	.8/4.4
KREW	1210	Sunnyside	.8/3.8
KREW-F	96.7	Sunnyside	.8/3.1
KYKA-F	96.9	Naches/Yakima	.8/2.9

RADIO STATIONS

KIT ,	1280,	5 KW/1 KW	,	MOR	ABC I SUN,	$15.00	(Mc-Guild)	Ingstad		D. Ammodt
KMWX,	1460,	5 KW (DA-N)	,	Oldies	NBC,	$10.00	(K & P)			G. Myhre
KUTI,	980,	5 KW/500 W (DA-N),		Country	ABC E,	$12.00	(Christal)		(SELAH)	T. McCoy
KYXE,	1020,	5 KW/500 W (DA-2),		Country	CRC,	$ 9.00	(Roslin)		(SELAH)	S. Taft
KZTA,	930,	1 KW (DAYS)	,	Hispanic	,	$ 9.00	(Caballero)			C. Siebol
KATS-F,	94.5,	100 KW @ 850	,	AOR	ABC R,	$16.00	(Mc-Guild)	Ingstad		D. Ammodt
KFFM-F,	107.3,	100 KW @ 1500	,	CHR	,	$19.00	(K & P)			G. Myhre
KHYT-F,	92.9,	17 KW @ 843	,	AC	,	$10.00	(Roslin)		(TOPPENISH)	S. Taft
KRSE-F,	105.7,	700 W @ 560	,	EZ	,	$11.00	(---)			P. Fretwell
KXDD-F,	104.1,	61 KW @ 840	,	Country	ABC D,	$21.00	(Christal)			T. McCoy

SECTION B

BIRCH NON-MONTHLY MARKETS *

BANGOR, ME (Dec 89-May 90)

1.	WQCB-F	20.0/22/211	106.5, 97 KW @ 1080,	Country	$30.00	(Mc-Guild)		
2.	WWFX-F	16.4/18/269	See Augusta, ME					
3.	WTOS-F	14.5/16/171	See Augusta, ME					
4.	WKSQ-F	9.1/10/209	See Augusta, ME					
5.	WWMJ-F	6.4/ 7/126	See Augusta, ME					

BENTON HARBOR, MI (Dec 89-May 90)

1.	WIRX-F	18.9/46/420	107.1, 3 KW @ 330,	CHR	$30.00	(Mc-Guild)	Midwest Family	
2.	WHFB-F	9.8/24/296	99.9, 50 KW @ 478,	AC	$23.00	(Katz)	WinCom	
3.	WAOR-F	9.0/22/212	See South Bend in Spring 90 edition					
4.	WNDU-F	6.6/16/265	See South Bend in Spring 90 edition					
5.	WGTC-F	5.7/14/144	See South Bend in Spring 90 edition					
6.	WSJM	5.3/13/173	1400, 1 KW ,	MOR/AC	$17.00	(Mc-Guild)	Midwest Family	

BLUEFIELD, WV (Dec 89-May 90)

1.	WHAJ-F	37.3/87/816	104.5, 100 KW @ 1197,	CHR	$ NA	(---)	Adventure	
2.	WBDY-F	7.3/17/218	106.3, 220 W @ 1122,	Country	$14.00	(---)		
3.	WJLS-F	5.2/12/132	See Beckley, WV					
4.	WAEY-F	4.3/10/170	95.9, 6 KW @ 178,	Country	$ 8.00	(---)		(PRINCETON)

CENTRAL UPPER MICHIGAN (Dec 89-May 90)

1.	WGLQ-F	18.8/40/560	97.1, 100 KW @ 1070,	Contemp	$22.00	(Mc-Guild)		
2.	WMQT-F	13.6/29/292	107.5, 100 KW @ 540,	CHR	$15.00	(HNWH)		(ISHPEMING)
3.	WYKX-F	11.7/25/293	104.7, 100 KW @ 400,	Country	$ NA	(Republic)		(ESCANABA)
4.	WRUP-F	11.3/24/254	103.3, 100 KW @ 650,	Oldies	$13.00	(Patt)		(MARQUETTE)
5.	WJPD-F	10.8/23/320	92.3, 100 KW @ 470,	Country	$14.00	(Roslin)		(ISHPEMING)
6.	WIMK-F	10.3/22/261	93.1, 100 KW @ 635,	AOR	$14.00	(Patt)		(IRON MOUNTAIN)

ELKHART/GOSHEN, IN (Dec 89-May 90)

1.	WNDU-F	17.4/33/475	See South Bend in Spring 90 edition					
2.	WZZP-F	10.0/19/382	See South Bend in Spring 90 edition					
3.	WTRC	8.4/16/263	1340, 1 KW ,	MOR	$18.00	(Christal)	Federated	
4.	WFRN-F	7.4/14/267	See South Bend in Spring 90 edition					
5.	WZOW-F	6.8/13/164	97.7, 3 KW ,	Oldies	$13.00	(Regional)		(GOSHEN)
	WAOR-F	6.8/13/149	See South Bend in Spring 90 edition					

FAIRBANKS, AK (Dec 89-May 90)

1.	KWLF-F	28.0/30/244	98.1, 25 KW @ 300,	CHR	$15.00	(Katz)		
2.	KSUA-F	14.0/15/133	103.9, 1 KW @ 120,	AOR (Public)	$ NA	(---)		
3.	KUAC-F	11.2/12/125	104.7, 11 KW @ 440,	Public (NPR)	$ NA	(---)		
	KIAK-F	11.2/12/158	102.5, 25 KW @ -86,	Country	$16.00	(Christal)		
5.	KAYY-F	10.3/11/173	101.1, 25 KW @ 370,	AC	$14.00	(Mc-Guild)		
6.	KFAR	7.5/ 8/115	660, 10 KW ,	Talk	$15.00	(Katz)		

FLORENCE, AL (Dec 89-May 90)

1.	WVNA-F	22.7/44/349	100.3, 100 KW @ 245,	CHR	$25.00	(K & P)		(TUSCUMBIA)
2.	WLAY-F	22.2/43/432	105.5, 800 W @ 742,	Country	$20.00	(Southern)		
3.	WQLT-F	10.8/21/283	See Huntsville in Spring 90 edition					
4.	WDRM-F	7.2/14/134	See Huntsville in Spring 90 edition					

FT. COLLINS/GREELEY/LOVELAND, CO (Dec 89-May 90)

1.	KUAD-F	11.4/54/571	99.1, 100 KW @ 675,	Country	$ NA	(Republic)		(WINDSOR)
2.	KQKS-F	9.9/47/593	See Denver in Spring 90 edition					
3.	KAZY-F	8.4/40/382	See Denver in Spring 90 edition					
4.	KBPI-F	5.9/28/363	See Denver in Spring 90 edition					
5.	KOA	5.3/25/445	See Denver in Spring 90 edition					
6.	KTRR-F	4.9/23/230	102.5, 50 KW @ 410,	AC	$18.00	(---)	Strother	

GLENS FALLS, NY (Dec 89-May 90)

1.	WPYX-F	14.0/31/379	See Albany in Spring 90 edition					
2.	WGNA-F	11.7/26/291	See Albany in Spring 90 edition					
3.	WEQX-F	7.7/17/239	See Albany in Spring 90 edition					
4.	WGY -F	6.3/14/298	See Albany in Spring 90 edition					
	WFLY-F	6.3/14/298	See Albany in Spring 90 edition					
6.	WAYI-F	5.9/13/159	107.1, 3 KW @ 300,	CHR	$ NA	(---)		(HUDSON FALLS)
7.	WENU-F	5.4/12/190	101.7, 3 KW @ 180,	AC	$17.00	(---)		(HUDSON FALLS)
8.	WWSC	5.0/11/198	1450, 1 KW ,	MOR	$14.00	(NE Spot)		

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* Figures shown for each station are: 12+ share/AQH/Cume
All are 12+, Mon-Sun, 6A-Mid.

GREGG COUNTY, TX (Dec 89-May 90)

1. KYKX-F	24.3.39/292	See Longview, TX				
2. KTUX-F	9.6/15/220	See Shreveport in Spring 90 edition				
3. KISX-F	5.4/ 9/ 94	See Tyler, TX				

IDAHO FALLS, ID (Dec 89- May 90)

1. KFTZ-F	34.6/64/501	103.3, 52 KW @ 500,	CHR	$15.00	(K & P)	
2. KUPI-F	21.1/39/364	99.1, 100 KW @ 510,	Country	$19.00	(Eastman)	Hatch
3. KLCE-F	14.1/26/344	97.3, 100 KW @ 1512,	AC	$17.00	(Mc-Guild)	

IOWA CITY, IA (Dec 89-May 90)

1. KRNA-F	15.5/19/240	See Waterloo or Cedar Rapids in Spring 90 edition				
2. KKRQ-F	13.7/16/199	See Waterloo or Cedar Rapids in Spring 90 edition				
3. KQCR-F	9.8/12/148	See Waterloo or Cedar Rapids in Spring 90 edition				
4. KHAK-F	8.9/11/132	See Waterloo or Cedar Rapids in Spring 90 edition				
5. KFMH-F	6.7/ 8/ 68	See Waterloo or Cedar Rapids in Spring 90 edition				
6. WMT	5.1/ 6/ 84	See Waterloo or Cedar Rapids in Spring 90 edition				
7. KCJJ	4.9/ 6/ 61	1560, 1 KW ,	MOR/AC	$14.00	(Smith)	
KSUI-F	4.9/ 6/ 66	91.7, 100 KW @ 1310,	Classical (NPR)	$ NA	(–––)	

JACKSON, TN (Dec 89-May 90)

1. WFXX-F	28.2/31/281	95.9, 3 KW @ 300,	Black	$14.00	(–––)	
2. WZDQ-F	14.5/16/244	102.3, 6 KW @ 300,	CHR	$19.00	(Dora)	(HUMBOLDT)
3. WTNV-F	13.6/15/159	104.1, 100 KW @ 655,	Country	$11.00	(Kat)	
4. WYNU-F	8.2/ 9/168	92.3, 100 KW @ 1000,	CHR	$15.00	(K & P)	(MILAN)
5. WMXX-F	6.4/ 7/ 78	103.1, 3 KW @ 262,	AC	$10.00	(HNWH)	

JEFFERSON CITY, MO (Dec 89-May 90)

1. KTXY-F	28.6/69/540	106.9, 100 KW @ 600,	CHR	$ NA	(Mc-Guild)	
2. KLIK	18.7/45/432	950, 1 KW/500 W ,	Country	$ NA	(Mc-Guild)	
3. KFMZ-F	6.2/15/245	See Columbia				
KJMO-F	6.2/15/204	100.1, 3 KW @ 300,	AC	$14.00	(Roslin)	
5. KWOS	5.8/14/159	1240, 1 KW ,	MOR	$13.00	(–––)	

LAREDO, TX (Dec 89-May 90)

1. KJBZ-F	26.0/46/420	92.7, 3 KW @ 289,	Hispanic	$13.00	(Katz Hisp)	
2. KRRG-F	22.0/39/450	98.1, 100 KW @ 773,	CHR	$ NA	(HNWH)	
3. KOYE-F	13.6/24/338	94.9, 100 KW @ 1000,	AC	$16.00	(Republic)	

LIMA, OH (Dec 89-May 90)

1. WZOQ-F	34.0/70/583	92.1, 1 KW @ 300,	CHR	$33.00	(mc-Guild)	Arrow
2. WIMT-F	13.6/28/337	102.1, 11 KW @ 1060,	Country	$19.00	(Katz)	
3. WBYR-F	6.8/14/261	See Fort Wayne in Spring 90 edition				
WLW	6.8/14/120	See Cincinnati in Spring 90 edition				
5. WIMA	6.3/13/292	1150, 1 KW ,	MOR	$15.00	(Katz)	

MIDDLETOWN, NY (Dec 89-May 90)

1. WSPK-F	13.2/32/393	See Poughkeepsie				
2. WHUD-F	11.5/28/328	See New York in Spring 90 edition				
3. WPDH-F	11.1/27/363	See Poughkeepsie				
4. WKOJ-F	5.8/14/225	92.7, 3 KW @ 308,	Classic AOR	$29.00	(Katz)	
5. WCBS-F	4.5/11/235	See New York in Spring 90 edition				

MORGANTOWN, WV (Dec 89-May 90)

1. WVAQ-F	22.3/60/648	101.9, 50 KW @ 500,	CHR	$23.00	(–––)	
2. WKKW-F	12.6/34/460	106.5, 50 KW @ 500,	Country	$16.00	(K & P)	(CLARKSBURG)
3. WFGM-F	10.4/28/444	97.9, 50 KW @ 500,	CHR	$14.00	(Regional)	(FAIRMONT)
4. WCLG-F	8.9/24/418	100.1, 3 KW @ 300,	AOR	$16.00	(Dome)	
5. WVHF-F	5.9/16/184	92.7, .5 KW @ 670,	CHR	$15.00	(Roslin)	(CLARKSBURG)
6. WAJR	5.2/14/178	1440, 5 KW/500 W ,	Country	$16.00	(–––)	

NORTHEASTERN MICHIGAN (Dec 89-May 90)

1. WHSB-F	30.2/32/282	107.7, 100 KW @ 450,	CHR	$14.00	(Mi. Spot)	(ALPENA)
2. WATZ-F	22.6/24/155	99.3, 17 KW @ 850,	Country	$15.00	(Katz)	(ALPENA)
3. WAIR-F	6.6/ 7/136	See Northwest Michigan				
4. WKPK-F	5.7/ 6/ 81	See Northwest Michigan				
5. WHAK	4.7/ 5/ 56	960, 5 KW (DAYS),	Country	$ NA	(–––)	(ROGERS CITY)

* Figures sown for each staion are: 12+ share/AQH/Cume
All are 12+, Mon-Sun, 6A-Mid.

POCATELLO, ID (Apr 90-Jun 90)

1. KZBQ-F	20.9/27/226	93.7, 100 KW @ 977,	Country	$18.00	(Mc-Guild)		
2. KLCE-F	17.8/23/330	97.3, 100 KW @ 1512,	AC	$25.00	(Mc-Guild)		(BLACKFOOT)
3. KPKY-F	17.1/22/253	94.9, 100 KW @ 1000,	AC	$15.00	(Torbet)		
4. KSEI-F	14.7/19/175	102.5, 100 Kw @ 1023,	Classic AOR	$14.00	(Katz)		
5. KFTZ-F	7.8/10/106	See Idaho Falls					

SAN LUIS OBISPO/SANTA MARIA/LOMPOC (Dec 89-May 90)

1. KZOZ-F	10.9/49/613	93.3, 29 KW @ 1500,	CHR	$ NA	(Christal)	Brandon	(SAN LUIS)
2. KWBR-F	7.3/33/308	95.3, 2 KW @ 390,	AOR	$25.00	(Eastman)		(PISMO)
3. KRUZ-F	6.2/28/255	See Santa Barbara					
4. KKUX-F	4.9/22/387	98.1, 4 KW @ 1620,	AC	$ NA	(Durpetti)		(SAN LUIS)
5. KCBX-F	4.2/19/248	90.1, 5 KW @ 1410,	Class/Jazz (NPR)	$ NA	(---)		(SAN LUIS)
KSNI-F	4.2/19/325	102.5, 17 KW @ 770,	Country	$ NA	(Torbet)		(SANTA MARIA)
7. KWCD-F	4.0/18/251	107.3, 4 Kw @ 807,	AC	$ NA	(---)		(GROVER CITY)
8. KSLY-F	3.8/17/461	96.1, 5 KW @ 1410,	CHR	$ NA	(Katz)		(SAN LUIS)
KOTR-F	3.8/17/186	94.9, 29 Kw @ 285,	AOR	$ NA	(---)		(CAMBRIA)
KXFM-F	3.8/17/385	99.1, 2 KW @ 1906,	CHR	$ NA	(HNWH)		(SANTA MARIA)
11. KDDB-F	3.6/16/231	92.5, 4 KW @ 1550,	Country	$16.00	(HNWH)	Deller	(PASO)

SIERRA VISTA, AZ

1. KRQQ-F	20.6/12/ 86	See Tucson in Spring 90 edition				
2. KTAN	13.3/ 8/ 82	1420, 1.5 KW/500 W ,	Country	$ 9.00	(---)	
3. KTAN	13.2/ 8/104	100.9, 3 KW @ -46,	CHR	$12.00	(---)	
4. KZMK-F	11.8/ 7/ 83	92.1, 3 KW @ ? ,	AOR	$14.00	(---)	(BISBEE)

SOUTH LAKE TAHOE, CA

1. KOZZ-F	14.4/6/73	See Reno in Spring 90 edition			
2. KRLT-F	14.1/6/77	93.9, 6 KW @ -188,	AC	$ NA	(---)
3. KRZQ-F	13.1/5/46	See Reno in Spring 90 edition			
4. KWNZ-F	7.9/3/46	See Reno in Spring 90 edition			
5. KTHO	6.3/3/38	590, 2.5 KW/500 W ,	MOR	$10.00	(---)

STAUTON/WAYNESBORO, VA

1. WSGM-F	15.0/20/251	93.5, 3 KW @ 300,	CHR	$13.00	(---)	
2. WKDW	13.8/18/216	900, 2.5 KW/128 W ,	Country	$12.00	(---)	
3. WKCY-F	9.5/12/120	See Harrisonburg				
4. WQPO-F	8.3/11/129	See Harrisonburg				
5. WWWV-F	5.7/ 7/ 72	See Charlottesville				
6. WTON	5.5/ 7/113	1240, 1 KW ,	MOR	$ 9.00	(---)	Ogden

STEUBEN COUNTY, IN

1. WLKI-F	19.4/8/102	100.1, 3 KW @ 300,	Contemp	$ 9.00	(---)	(ANGOLA)
2. WMEE-F	16.4/7/ 66	See Fort Wayne in Spring 90 edition				
3. WBTU-F	14.8/6/ 65	See Fort Wayne in Spring 90 edition				
4. WRKR-F	7.6/3/36	See Kalamazoo in Spring 90 edition				

SUMTER, SC (Dec 89-May 90)

1. WWDM-F	41.4/89/726	See Columbia in Spring 90 edition			
2. WHLZ-F	10.7/23/283	See Florence, SC			
3. WNOK-F	9.3/20/271	See Columbia in Spring 90 edition			
4. WCOS-F	6.5/14/172	See Columbia in Spring 90 edition			
5. WQMC	6.0/13/182	1290, 1 KW (DAYS) ,	Gospel	$ 9.00	(---)

WAUSAU, WI (Dec 89-May 90)

1. WIFC-F	29.9/47/442	95.5, 100 KW @ 1150,	CHR	$ NA	(Christal)	Journal Co.	
2. WDEZ-F	18.5/29/256	101.9, 100 KW @ 490,	Country	$ NA	(Banner)	Midwest	
3. WSAU	8.3/13/225	550, 5 KW ,	MOR	$ NA	(Christal)	Journal Co.	
4. WRIG	6.4/10/142	1390, 5 KW ,	Oldies	$ NA	(Banner)	Midwest	
WYCO-F	6.4/10/222	107.9, 100 KW @ 1209,	AC				
5. WMZK-F	5.7/ 9/150	104.1, 6 KW @ 300,	Classic AOR	$ NA	(HNWH)		(MERRILL)

YUMA, AZ (Apr 90-Jun 90)

1. KJOK-F	35.0/41/259	93.1, 100 KW @ 80,	CHR	$20.00	(K & P)	
2. KTTI-F	20.7/24/243	95.1, 25 KW @ 76,	Country	$18.00	(Torbet)	Uno
3. KYXI-F	14.9/18/202	100.9, 3 KW @ 274,	Soft AC	$17.00	(HNWH)	
4. KBLU	9.0/11/128	560, 1 KW ,	Oldies	$14.00	(Torbet)	Uno

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* Figures shown for each station are: 12+ share/AQH/Cume.
All are 12+, Mon-Sun, 6A-Mid.